



Brand Guide

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Our Brand Framework



/ Vision

**To be the best, most helpful
hardware stores on the planet.**

Vision

The best, most helpful hardware stores on the planet

Purpose

We exist to serve others

Mission

Deliver the best products, services and operating methods to convenience hardware retailers, so that David can best Goliath

/ Brand House

Grow the Business

1

Higher Ground
Improve the Model
Store Projects
New Stores
Reduce Atrophy

2

Westlake/GLA
Service Conv Quality
Amaze the Customer
Grow Profitably
Learn Judiciously

3

International
Enrich Wholesale
Enrich Retail
Focus Geographically

4

Emery Jensen
Lower Cost
Largest Assortment
Best Service
Specialized Sales

5

Home Services
Best Service
Highest Quality
Guaranteed

Defend, Advance & Build the Brand

Be the Best Wholesaler

Built on Bedrock



/ Brand Anthem

At Ace, we exist to help others. And that matters.

**Not just because of the things we help people find in store,
but because of the life those things take on once they leave.**

**Cans of paint change more than the colors of walls.
Mowers become a rite of passage.
And grills fill backyards with far more than the smell of burgers.
A snowblower mends a fence.
A twenty-volt battery doesn't just power, it empowers.
And a YETI can even make a dad cooler.**

**We know this.
We feel this.
Yes, we exist to help others.
It's what makes us different.
It's what makes us Ace.**





/ Jingle

**Ace is the
place with
the helpful
hardware
folks.**

/ Purpose

We exist to help others.

Our purpose positions us as a company, brand, and people who stand behind our promises. And our promise for generations has been that we will strive to be the best, most helpful hardware stores on the planet.



/ Brand Pillars

Service Convenience Quality

Deliver our brand pillars of Service, Convenience, and Quality to our neighbors at every touch point.

Simply put, we want to be the best, most helpful hardware stores on the planet.



**Our brand pillars should be felt in every aspect of our DNA.
These core pillars should be reflected in everything we do.**

Service
is rooted in
Trust

Our helpful store associates treat customers like neighbors and understand their specific project needs. We help our customers find exactly what they need to get their job done right the first time.

Convenience
is rooted in
Common Sense

We are the easy-to-navigate neighborhood store that ensures customers leave with everything they need in one trip. From parking to checkout, we make it convenient.

Quality
is rooted in
Reliability

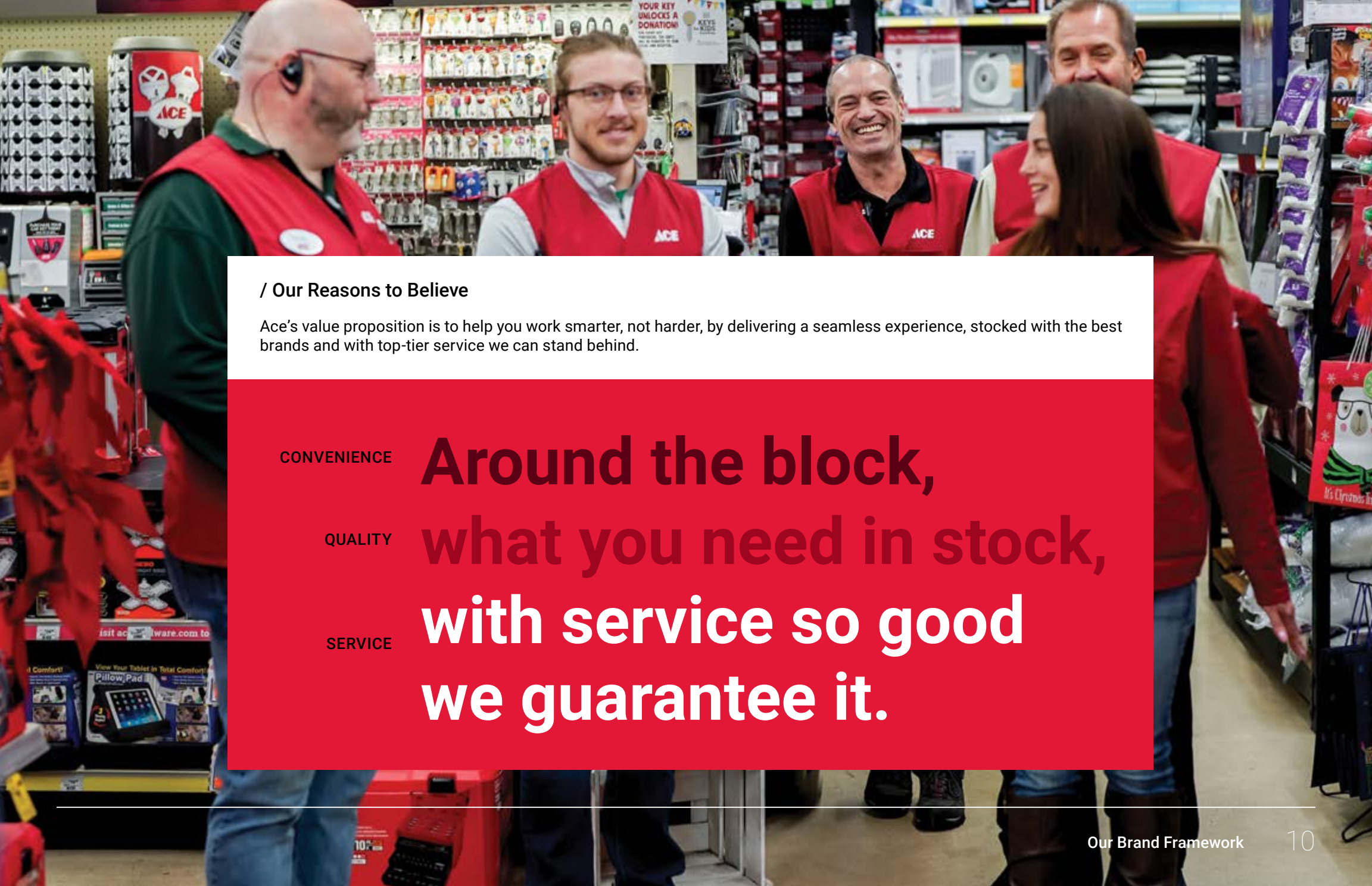
Our stores sell a broad selection of well-known brands so customers know they're not only getting the right product but a top-quality one as well.

Brand Traits:

- Helpful
- Trusted

- Local
- Confident

- Inclusive
- Friendly



/ Our Reasons to Believe

Ace's value proposition is to help you work smarter, not harder, by delivering a seamless experience, stocked with the best brands and with top-tier service we can stand behind.

CONVENIENCE

QUALITY

SERVICE

**Around the block,
what you need in stock,
with service so good
we guarantee it.**

Our Customer



Neighbor

At Ace Hardware, we refer to our customers as neighbors.

A primary difference between Ace and our competitors is the bond we share with our customers. Ace stores are locally owned businesses that are involved in their communities. They know many customers by name, and in many cases they are neighbors. Feel free to use the terms “customers” or “neighbors” when it is appropriate in the communication.

At Ace, we serve our neighbors.





We are committed to making shopping experiences easier and more emotionally fulfilling for our customers.

Ace customer shopping habits:

70%

of Ace customers
have shopped at
Home Depot or Lowe's
in the past 60 days.

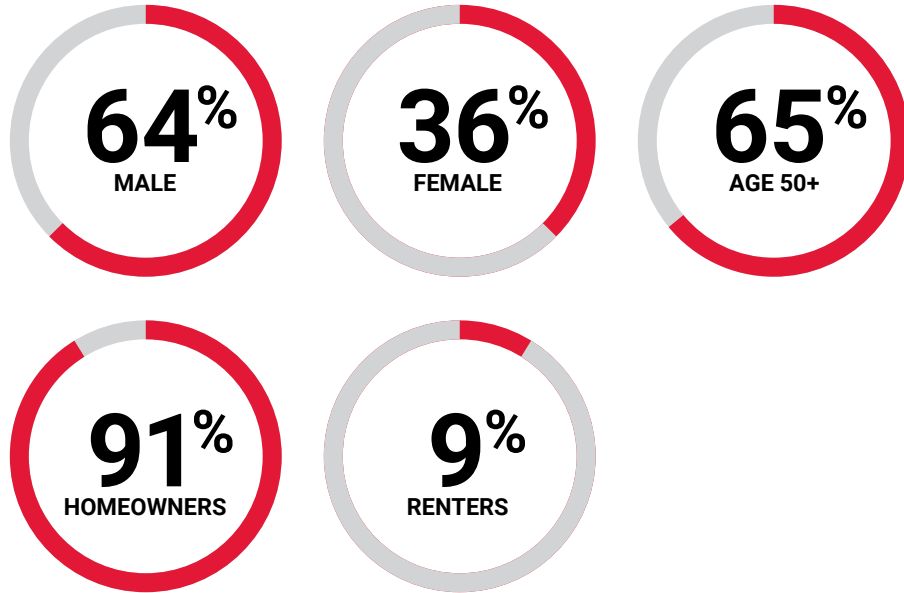
6%

of customers show
Ace most often for
hardware and home
improvement products.

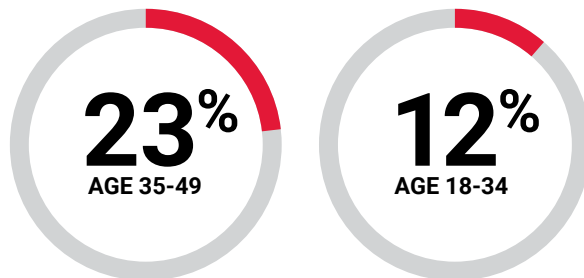
Today's customer is looking for a seamless, easy shopping experience whether online or in store.

- Before making a trip to a store, the customer needs confidence the store will have what they need (whether that be quality products in stock for their project or a little help).
- And when they are with us, they want to be able to find and buy products easily and efficiently.

Ace customer demographics:



Largest growth opportunities:



As of June 2023



Our Copy Framework



Helpful to Our Core

As keepers of the Ace Hardware brand, it's our job to make sure that all our communications are consistent with our brand voice. From how we position ourselves to who we are and how we communicate, our language should capture our vision to be the best, most helpful hardware stores on the planet.

**This is our
brand POSITION**

Position is how we distinguish ourselves from competitors and how we want to be perceived by our customers.

This is WHO we are

These are the words, phrases and characteristics of our brand that don't change.

This is HOW we communicate

Tone creates an emotional response from the reader.

1. Our Brand Territory

Helpful

The Ace Hardware Brand embodies helpfulness.

At every touch point, Ace Hardware strives to be helpful. When one of our neighbors takes the time to interact with our brand, the message should always be useful, providing information in a clear, concise manner without fluff or flowery language. Let's not waste their time. Let's be friendly, clear, relevant and above all else – helpful!

2. Our Brand Voice

The Honest Neighbor

To be an Honest Neighbor, we need to be helpful, trusted, local, confident, inclusive and friendly as we answer the question: Why shop at Ace?

3. Our Brand Tone

Conversational+

Additional traits: Appreciative, Welcoming, Knowledgeable, Encouraging, Witty



Brand Territory

The Ace Brand Territory is

Helpful

At every touch point, Ace Hardware strives to be helpful. When one of our neighbors takes the time to interact with our brand, the message should always be useful, providing information in a clear, concise manner without fluff or flowery language. Let's not waste their time. Let's be friendly, clear, relevant and above all else – helpful!

There are three important questions to ask when you're getting started.

Part of writing for any Ace brand communication means ensuring that the communication is helpful and ownable. If you can answer these questions, you are off to a good start!

1

**How does it
fulfill our helpful
brand promise?**

2

**How is the
communication
uniquely Ace?**

3

**How does
it make our
neighbors feel?**



1

How does it
fulfill our helpful
brand promise?

Every communication should deliver something that a customer would find useful.

A helpful tip or piece of advice

Example:

When should I fertilize? Rule of thumb: Remember EMIL – Easter, Memorial Day, Independence Day and Labor Day.

A relevant reminder

Example:

Change your air filter before you switch on your furnace.



2

How is the
communication
uniquely Ace?

Ace is Helpful and Local. It is what differentiates us from our competition. If the communication could be easily said by our competition, then take time to reevaluate and adjust to make it uniquely Ace.

Emphasize local

Example:

Your local place for lawn care and helpful advice.

Share a unique offer

Example:

Get Free Assembly and Delivery when you purchase any grill \$399 and up.



3

How does it make our neighbors feel?

Every interaction with our neighbors should help them feel like they made the right choice with Ace. It should be a rewarding experience on many different levels. Neighbors should feel...

Welcomed

Just as neighbors are greeted with a welcome and a smile, our copy should conjure up images of a friendly Ace Associate.

Example:

Hello. My name is Steve and I am the manager at Horton's Ace Hardware. I wanted to personally welcome you to the neighborhood.

Appreciated

Let our neighbors know that we recognize and value their business.

Example:

We appreciate you for choosing your local Ace.

Noticed

Neighbors choose Ace for the personal attention we give them. We try to be actively involved in their projects and their purchases so that we can offer helpful suggestions.

Example:

How are you enjoying your EGO tool? We're here to help you with your lawn upkeep with tools, attachments and batteries too!

Valued

There should always be something of value in it for our neighbors, whether it is a promotional offer, a reminder, or a critical piece of information. The usefulness of these elements helps create trust with our neighbors.

Example:

We'd like to share these exclusive offers with you. Use them to help with fall cleanup in your yard.



Copy Watchouts

Avoid headlines that do not provide enough value for our neighbors.

Not Enough Value: *All signs point to spring.*

Added Value: *Now is the time to feed and seed.*

Tone - Solution: Gives our neighbor a yard care tip and offers a purchase suggestion.

Avoid statements that personify inanimate objects.

Too Much Personification: *Bring new life to your patio.*

More Direct: *Add style and comfort to your patio with outdoor seating.*

Tone - Inspiration: Helps our neighbor visualize their yard and offers a purchase suggestion.

Avoid redundancy in headline communications.

Too Redundant: *Ace Only For You Rewards. Projects begin with offers Only For You.*

Clear & Efficient: *Ace Only For You Rewards. Look inside for offers that can help with your next project.*

Tone - Promotion: Providing value to our neighbors with a useful offer and suggestion.

Avoid language that makes Ace seem too highbrow.

Too Highbrow: *Ace has curated a portfolio of effective lawn care tools.*

Perfectly Ace: *Your local Ace can recommend trusted lawn care tools from our Best Brands.*

Tone - Solution: Neighbors can get recommended tools from trusted brands locally from Ace.

Avoid puffery and hype language.

Too Much Puffery: *Ace has the hottest deals on the lawn mowers that will make your neighbors green with envy.*

Uniquely Ace: *Ace makes it easy to reach your lawn care goals with Free Assembly and Delivery on lawn mowers.*

Tone - Solution/Promotion: Ace helps neighbors by making the purchase process easy.



Brand Voice



The Ace Brand Voice is

The Honest Neighbor

This is WHO we are.

Encouraging without being pushy.

Energetic without shouting.

Knowledgeable without being superior.

Helpful when we need help the most.

Think of Ace as the brand with “Humble Swagger.”

To be an Honest Neighbor, we need to be helpful, trusted, local, confident, inclusive and friendly as we answer the question: Why shop at Ace?

/ Our Filters

Helpful
Trusted
Local
Confident
Inclusive
Friendly





Helpful

Our helpful store associates treat customers like neighbors and understand their specific project needs. We're not here to waste anyone's time or to hear ourselves pontificate. We help our customers find exactly what they need to get their job done right the first time.

Confident

Because our communications are tight and efficient, we can feel confident. Our experience sets us apart. We know what works, and we carry the Best Brands available, so there is no need for superfluous gloss. We give it to our neighbors straight, and they appreciate our no-nonsense approach.

Trusted

The Ace Hardware Brand has heritage. It's even weaved into our color red, and when our neighbors see red, whether it is on a sign or a vest, they know exactly what to expect. We stand behind the products we sell, and we only sell products that identify with our standards. And because our interactions with our neighbors are so personal and to the point, trust is essential. Similarly, our language should also feel reliable and trustworthy.

Inclusive

Part of being helpful is getting involved and being a part of the project. When neighbors come to us, they want answers based on our experience and our knowledge of the community. Our communications should support our philosophy in a similar manner, just like a visit to our store.

Local

Every Ace Hardware store is a locally owned business. Our neighbors recognize us and we know them. We're on a first name basis. Where possible, communications should feel as if they are coming right from the store owner. The personal touch is what sets us apart and it rings true because we are a part of the community.

Friendly

A warm greeting. A smile. Understanding. We are always here to help, and our neighbors should be able to feel like they can come to us with any question whether they are a novice or a seasoned professional. We know our neighbors, and we know what it's like to be in the midst of a project.

Honest Neighbor Checklist

☐

Is it helpful?

Does the communication offer information that a neighbor can use to achieve their goal?
An honest neighbor does not go off on a tangent. They offer useful information and solutions.

☐

Is it relatable?

Simple and easy to understand are the rules of thumb. We are never self-indulgent.
We are here to help out our neighbors and they should always feel like we are there for them.

☐

Is it warm and welcoming?

It's always a pleasure to visit with an honest neighbor. You feel glad to catch up.
You learned something. And you feel comfortable and happy.

☐

Is it of value?

Are we giving our neighbor something that they can use? Is it something they can only find at Ace?
We want to give our neighbors something they can only get at Ace so they will come back for it again and again.

☐

Does it make the neighbor feel appreciated?

We never take our neighbors for granted. It's important to let them know we are grateful for their time and the interaction and for choosing Ace.



Brand Tone

The Ace Brand Tone is

Conversational+

When we communicate a message under the Ace Brand, the overarching tone of our message is conversational. It should make the reader feel like they are having a conversation with a friendly Ace Hardware Associate – a neighbor.

Conversational

Example:

How are you enjoying your Milwaukee tool purchase? Great weather means more outdoor projects, and we are here to help you with accessories, batteries and advice you can trust.



In addition to being **Conversational**, the Ace Tone can also include the following traits:

Appreciative

Example:

Thanks for purchasing your Traeger at Ace! Your support means everything to a local business like us. Now let's fire up that grill!

Welcoming

Example:

Steve here, Manager at Horton's Ace Hardware. I wanted to personally welcome you to the neighborhood.

Knowledgeable

Example:

Don't let weeds make your patio look shabby. You can follow these simple steps to safely wipe out your weeds.

Encouraging

Example:

With help from your local Ace, you can repair your deck and add a weather-resistant finish that will help it look great for years.

Witty

Example:

Lighten the mood! Outdoor lighting creates a peaceful and inviting atmosphere.



A Conversational Tone includes the following traits:

Use the second-person point of view to include the reader in the conversation

Example:

You'll enjoy grilling a lot more when you have a proper set of tools.

Use of contractions

Example:

We're the neighbors you trust for advice on lawn care.

Shorter sentences

Example:

Load your roller with paint. Move it back and forth in the tray.

It's OK to start a sentence with a conjunction

Example:

And remember, whenever you need anything else for your home, we're always right around the block, ready to help, with products you trust.

It's OK to use slang or popular idioms when appropriate

Example:

Outta sight! Outdoor storage can help you organize your yard and avoid clutter.

Ask Questions

Example:

Thanks for purchasing your Traeger at Ace. Can we suggest some accessories to help protect your grill?

Be efficient

Every word matters. Cut out the fluff and puffery. Our neighbors appreciate it when we get right to the point.

Too flowery

Examples:

- *Show your neighbors you're the most talented with the tongs.*
- *Get a grill that's game-on when you turn the flame on.*
- *These grills bring the smoke show.*

Just right

Example:

Get ready for grilling with our Best Brands in grills, plus all the accessories and fuel you need to keep the party going.

Spare the Dad Jokes

Many of our neighbors are on a mission. We can be friendly, but humor might imply that we are not taking their situation seriously.

Too humorous

Examples:

- *Tell those wasps to buzz off.*
- *Show the ants who is the queen of your backyard.*
- *You're in control with bug control sprays and lawn treatments that show no mercy.*

On point

Example:

Don't let bugs spoil the moment. Create a bug barrier around your home that helps your family feel safe and relaxed in the backyard.

/ Range of Tone

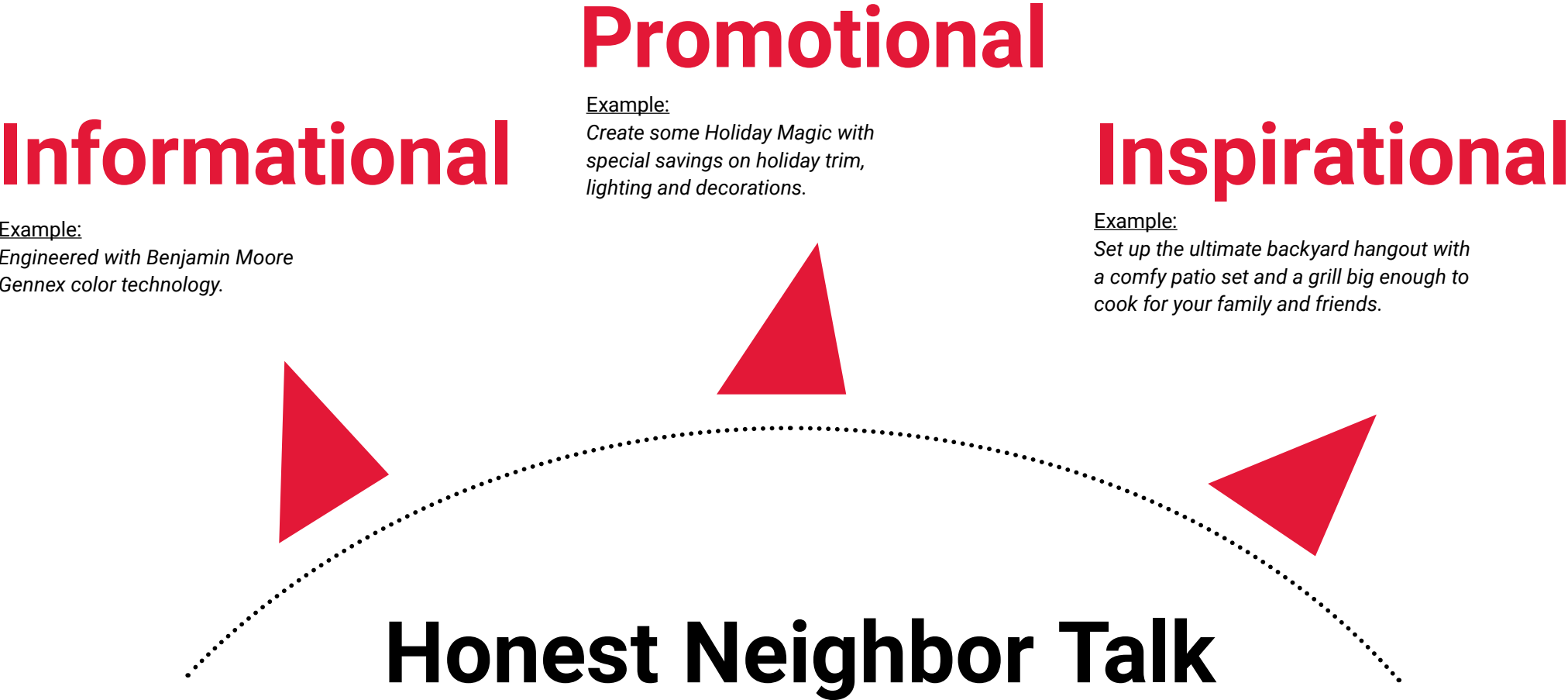
The Range of Honest Neighbor Talk

At the core, Honest Neighbor communications are friendly and personal. They also should cover a wide range of communication needs from operational to conversational. We can adjust the range of our tone depending on the audience and the objective.

No matter what tone we use, it should always embody the Ace Helpful brand.



Generally, Ace Brand communications will fall into one of the following three tones:

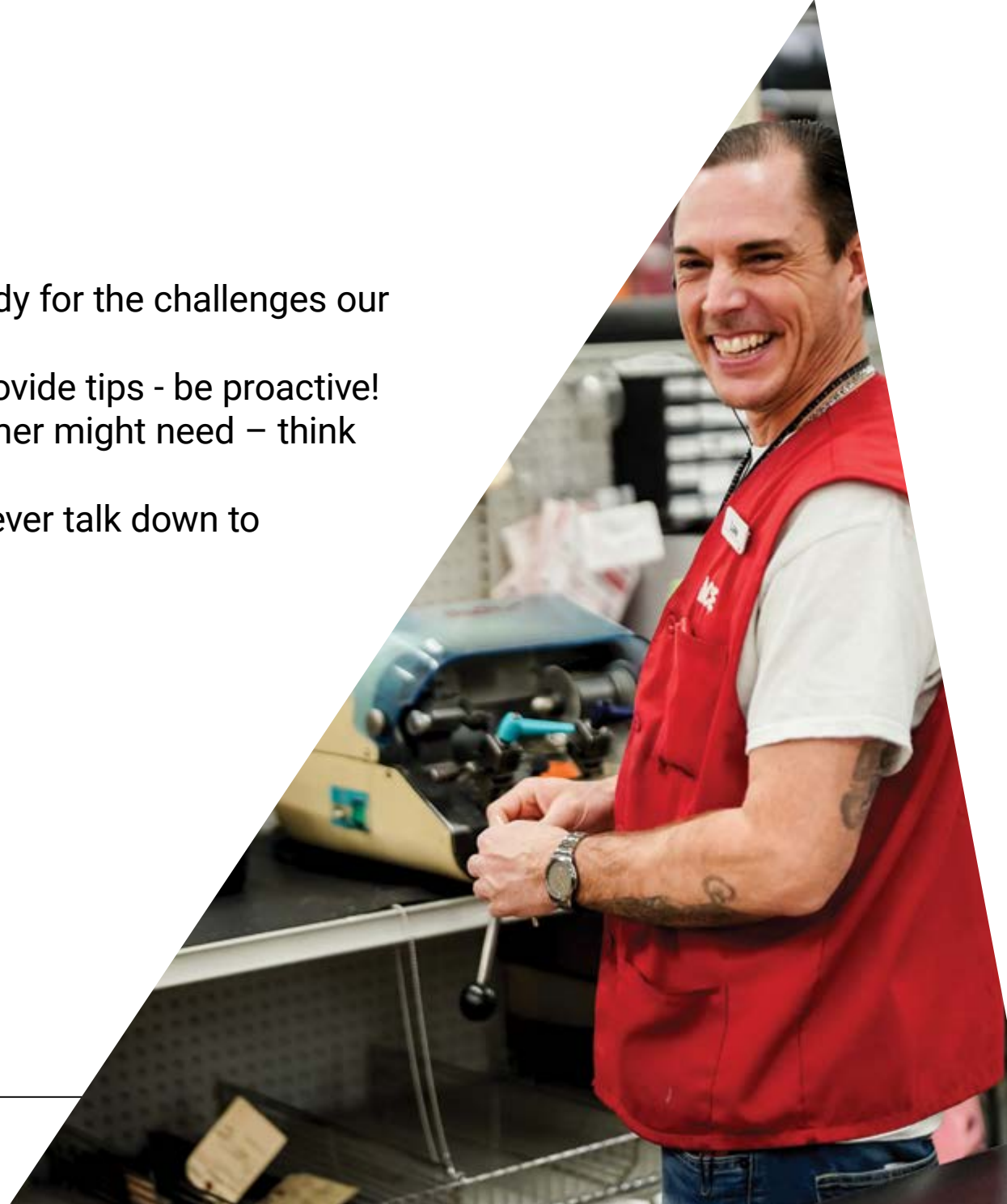


Informational

- Being helpful means having solutions ready for the challenges our neighbors face.
- Be aware of the upcoming season and provide tips - be proactive!
- Be prepared and anticipate what a customer might need – think One Trip Promise!
- Offer tips and advice in a friendly tone. Never talk down to our customers.

Examples:

- *Don't let bugs spoil the moment. Create a bug barrier around your home that helps your family feel safe and relaxed in the backyard.*
- *A fresh coat for spring: on-trend colors from Benjamin Moore.*
- *We carry the best brands in power to help with any DIY project.*
- *Last Minute Gifts: Ace has you covered with Free Delivery.*



Informational

(Operational)

Informational copy should be clear, simple and straightforward. The emphasis should be on communicating facts quickly and effectively.

Examples:

- **Ace Rewards Promotional Copy:** *Free Delivery from store with qualifying online purchases of \$50 or more.*
- **Directional Copy:** *Log in to your Ace Rewards account via the Ace Hardware mobile app or [acehardware.com](https://www.acehardware.com) to access your offers.*
- **Operational Copy:** *Face coverings must be worn inside the store at all times.*
- **Administrative Copy:** *Please take five minutes to fill out this confidential survey on your thoughts about the workplace.*



Promotional

- Promotional copy needs to be direct and succinct, but that does not mean it has to be dry!
- Our goal is to engage neighbors and help them feel the exciting opportunity of the offers.
- Include a nod to seasonality when relevant.
- Copy should feel enabling, with a clear path toward helping neighbors reach their goals.

Examples:

- *Make your dream project a reality with 20% savings on gardening, painting and power tools.*
- *Savings in time for Summer on our Best Brands for BBQ, paint and power.*
- *Spring savings where it counts with 10% off any purchase in patio and lawn & garden.*
- *Shine brightest in your neighborhood with all Holiday Lighting on Sale at 50% off!*



Inspirational

- In addition to solutions, our neighbors want to know we are up to speed on the latest trends.
- A neighbor might dream about entertaining in the backyard. We help make it real.
- We can show our knowledge to neighbors by showing what they can achieve.
- We need to surprise and delight our customers and encourage their reappraisal of our brand.

Examples:

- *Get ready for grilling with our Best Brands in grills, plus all the accessories and fuel you need to keep the party going.*
- *Ace helps you create your summer backyard O-Ace-is!*
- *Get a first look at this year's most popular holiday must-haves in Paint, Power and BBQ.*
- *We have everything you need for the holidays, even the tree, and we'll deliver it for FREE!*



/ Example - Mailers
Earned Reward

Honest Neighbor Voice
Filters: Helpful, Friendly

Conversational+ Tone
Addtl Traits: Appreciative,
Welcoming, Encouraging,
Witty



Honest Neighbor Voice
Filters: Helpful, Trusted,
Local, Confident, Inclusive,
Friendly

Conversational+ Tone
Addtl Traits: Appreciative,
Welcoming, Knowledgeable,
Encouraging

Honest Neighbor Voice
Filters: Helpful, Trusted,
Confident, Friendly

Conversational+ Tone
Addtl Traits: Appreciative,
Welcoming, Knowledgeable,
Encouraging

Honest Neighbor Voice
Filters: Helpful, Trusted,
Confident, Friendly

Conversational+ Tone
Addtl Traits: Appreciative,
Welcoming, Knowledgeable,
Encouraging

/ Example - Mailers
Targeted Rewards

Honest Neighbor Voice
Filters: Helpful,
Trusted, Local,
Confident, Friendly

→

Conversational+ Tone
Addtl Traits:
Knowledgeable



Honest Neighbor Voice
Filters: Helpful, Trusted, Local, Confident,
Inclusive, Friendly

Conversational+ Tone
Addtl Traits: Appreciative, Welcoming,
Knowledgeable, Encouraging, Witty

Honest Neighbor Voice
Filters: Helpful, Trusted, Confident, Friendly

↓

Conversational+ Tone
Addtl Traits: Knowledgeable, Encouraging

↓

GET GROWING ALL SEASON LONG

PROTECT YOUR HOME FROM SUMMER INSECTS

- Create an indoor bug barrier against common insects
- Extended Reach Comfort Wand lets you spray without bending
- Kills and protects for 365 days against ants, roaches, spiders and more

Ortho® 2 Gal. Tank Sprayer
7006225
Limit 2 at this price.
4 Gall. Backpack Sprayer, 7006231.
SALE \$134.99 - \$15.00 Ace Rewards Exclusive*
You Pay \$99.99. Limit 2 at this price.
Offer valid 6/1-6/27.
*See front of mailer for details.

Ortho® Home Defence Max® Indoor Insect Barrier
700-4428
Limit 2 at this price.
Offer valid 6/1-6/27.
*See front of mailer for details.

YOUR CHOICE

SALE \$5.99 each

Scotts® Nature Scapes® Color Enhanced Mulch, 2 Cu. Ft.
Prevents weeds naturally -
Keeps a 3" layer to block growing and access to sunlight. 1 year color guarantee.
7294695, 7294711, 7294703
Offer valid 6/1-6/27.
*See front of mailer for details.

GET PLANTING WITH THESE ESSENTIALS

YOUR CHOICE

SALE \$19.99 each

Ace® Yard & Garden Tools
70018, 70093, 71752, 70024
Offer valid 6/1-6/27.
*See front of mailer for details.

\$2 OFF ACE REWARDS EXCLUSIVE

SALE \$17.99

Miracle-Gro® Moisture Control® Potting Mix, 2 Cu. Ft.
7301069
Limit 10 at this price.
Offer valid 6/1-6/27.
*See front of mailer for details.

SAVE INSTANTLY \$10

on select Roundup® Weed Killers
7008397, 7317454, 7303028, 7369010, 7008393
Limit 10 each at this price.

BUY THREE GET ONE FREE

Ace® Basic Pleated Furnace Air Filter
Assorted sizes available.
No limit.
Free item must be of equal or lesser value.

SALE 2/\$13.00

Rust-Oleum® Painter's Touch® 2x Ultra Cover® Spray Paint + Primer, 12 Oz.
No limit.
*MUST BUY 2 OR MORE

Select Pennzoil® Motor Oil
8069223, 14.99
8106411, 16.99
8069234, 12.99
Available in assorted weights and varieties.

BUY 5 OF THESE GET ONE OF THESE FREE

Pennzoil® Oil Filter
Available in assorted sizes and varieties.
No limit.

YOUR CHOICE

\$3 OFF ACE REWARDS EXCLUSIVE

SALE \$14.99 each

Miracle-Gro® Shake 'n Feed® Plant Food, 4.5 Lb.
7105380, 7295405
Limit 2 each at this price.

\$5.99 each

Scotts® Nature Scapes® Color Enhanced Mulch, 2 Cu. Ft.
7294695, 7294711, 7294703

YOUR CHOICE

See front of mailer for details

Visit www.acehardware.com/rewards-terms or scan the QR code to review.

We've updated the Ace Rewards® Program Terms and Conditions

QR Code

March Red Hot Buys AM1 2230301ML, 01, Versions: CA, -

/ Example - Digital Circular

ACE

The helpful place.

4/1 - 4/30

GET GROWING

ALL SEASON LONG

Scots

YOUR GUIDE FOR ALL YOUR BACKYARD PROJECTS

Honest Neighbor Voice
Filters: Helpful, Trusted, Local, Confident, Inclusive, Friendly

Conversational+ Tone
Addtl Traits: Appreciative, Welcoming, Knowledgeable, Encouraging

HOW TO MAKE YOUR OWN RAISED BED

A 2 foot by 4 foot raised garden bed planter is enough space to grow all the vegetables needed for a salad.

5119 K5, Pressure Steel Raised Garden Bed, Brown, 2 ft. x 4 ft. x 4 ft., 16.2 Lbs., 4 Handles

GET VALD \$12.99 \$24.99

START WITH SOIL

Choose a soil mix that is formulated for raised beds with a good mix of organic materials and natural fertilizer.

2/ \$20.00

11.99

BUY THREE GET ONE FREE

Whisper Farms® Organic Potting Soil, 1.5 Cu. Ft.

GET VALD \$11.99 \$24.99

ADD MULCH

A 3 inch layer of mulch helps block weeds and conserve moisture in the soil, all while enhancing the natural beauty of plants.

2/ \$10.00

5.99

Scots® Turf Builder® Triple Concentrate Lawn Food

GET VALD \$5.99 \$11.99

BLOCK ANNOYING BUGS FROM YOUR HOME

DO

✓ Apply a 4-inch barrier around baseboards, tubs, cabinets, washers and dryers.

✓ Apply a 12-inch barrier around patios, decks, perimeters and foundations for 3-month protection.

✓ Apply GrubEx in spring or early summer to stop and prevent grubs all season long.

DON'T

✗ Don't forget to spray around doors, garage openings and other entry points.

✗ Home Defense is designed for hard, non-porous surfaces.

✗ Avoid pumping, bending and hand fatigue by using the plug-in comfort wand.

2/ OFF 24 MONTH WARRANTY

28.99

Scots® GrubEx® Grub & Worm Killer, 1.5 Gal.

12 OFF 24 MONTH WARRANTY

14.99

Scots® Home Defense® Insect Killer for Indoor & Outdoors, 1.5 Gal.

See page 12 for Ace Rewards Instant Savings details.

Honest Neighbor Voice
Filters: Helpful, Trusted, Local, Confident, Inclusive, Friendly

Conversational+ Tone
Addtl Traits: Appreciative, Welcoming, Knowledgeable, Encouraging

GET GROWING

ALL SEASON LONG

STEPS FOR THE PERFECT YARD

1. FEED 2. WEED 3. SPRAY 4. WATER 5. PATCH

FEED

Thicken your lawn to crowd out future weeds with Scots® Turf Builder® Weed & Feed while also controlling over 30 different types of weeds.

15 OFF 24 MONTH WARRANTY

35.99

Scots® Turf Builder® Triple Concentrate Lawn Food, 10 Lbs.

15 OFF 24 MONTH WARRANTY

29.99

Scots® Turf Builder® Weed & Feed, 10 Lbs.

WEED

Use Roundup Dual Action Weed & Grass Killer to prevent and kill weeds and grass on landscape and hardscapes like driveways, sidewalks and decorative rock areas.

15 OFF 24 MONTH WARRANTY

32.99

Roundup® Dual Action Weed & Grass Killer, 1.25 Gal.

15 OFF 24 MONTH WARRANTY

29.99

Roundup® Dual Action Weed & Grass Killer, 1.25 Gal.

SPRAY

The 2.5 Gallon Tank Sprayer is equipped with "Hose" nozzles which offer the best chemical resistance to lawn and garden chemicals and are easily changed without using tools.

15 OFF 24 MONTH WARRANTY

29.99

Scots® 2.5 Gallon Tank Sprayer, 2.5 Gal.

15 OFF 24 MONTH WARRANTY

29.99

Scots® 2.5 Gallon Tank Sprayer, 2.5 Gal.

WATER

Choose a hose that spans the distance like the Ace SmartGrip® Contractor Grade Hose with premium features including crush proof couplings and reflex mesh anti-kink technology.

15 OFF 24 MONTH WARRANTY

29.99

Ace® SmartGrip® 5/8" 50' Premium Garden Hose, 50' x 5/8" x 5/8"

15 OFF 24 MONTH WARRANTY

29.99

Ace® SmartGrip® 5/8" 50' Premium Garden Hose, 50' x 5/8" x 5/8"

PATCH

Grow grass anywhere with Scots EZ Seed Patch & Repair. Including a combination of high performance seed, continuous release lawn food, and super absorbent growing material.

15 OFF 24 MONTH WARRANTY

29.99

Scots® EZ Seed Patch & Repair, 1.25 Gal.

15 OFF 24 MONTH WARRANTY

29.99

Scots® EZ Seed Patch & Repair, 1.25 Gal.

See page 12 for Ace Rewards Instant Savings details.

EGO

IS BATTERY POWER RIGHT FOR YOU?

CHOOSE THE #1 BRAND IN CORDLESS OUTDOOR POWER

Discover the advantages of the latest battery technology.

THE POWER AND PERFORMANCE OF GAS

Advanced battery technology delivers or exceeds the power of gas without the noise, fumes and fumes.

ALL BATTERIES POWER ALL TOOLS

Universal battery compatibility gives you the convenience of using any size ARC Lithium battery for any EGO tool.

ADVANCED TECHNOLOGY

EGO's 56V ARC Lithium battery technology includes innovative design, intelligent power management, and prevents overheating.

EGO POWER+ 56 Volt 10" Leaf Blower

REG. \$249.00

\$249.00

EGO POWER+ 56 Volt 10" String Trimmer

REG. \$299.00

\$299.00

EGO POWER+ 56 Volt 21" Self-Propelled Mower

REG. \$699.00

\$699.00

EGO POWER+ 56 Volt 21" Blower & Sweeper

REG. \$199.00

\$199.00

See page 12 for Ace Rewards Instant Savings details.

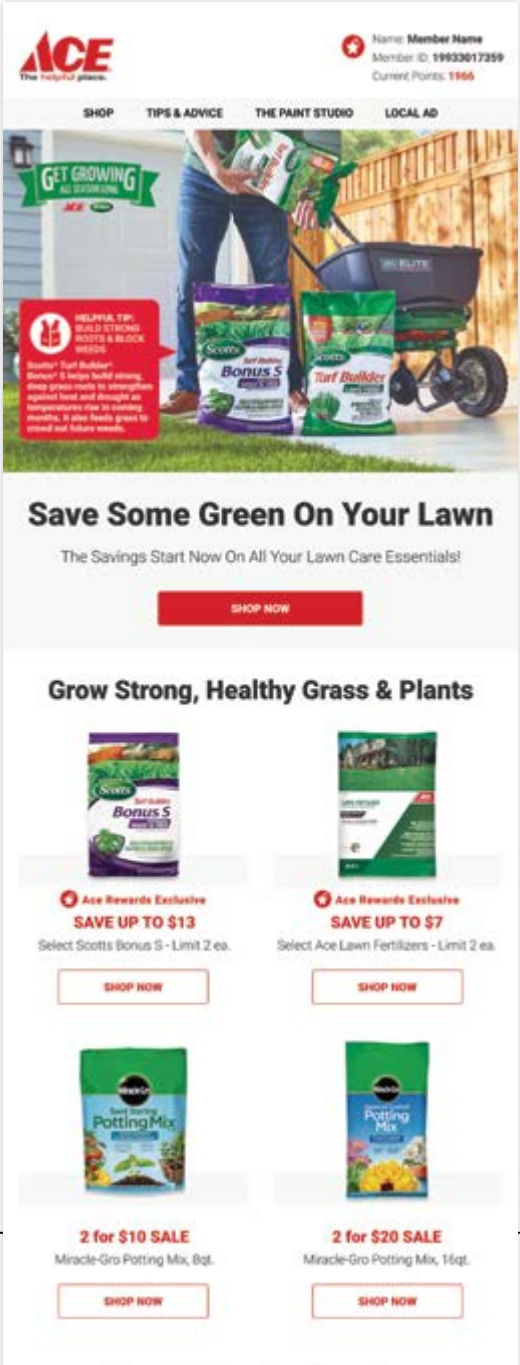
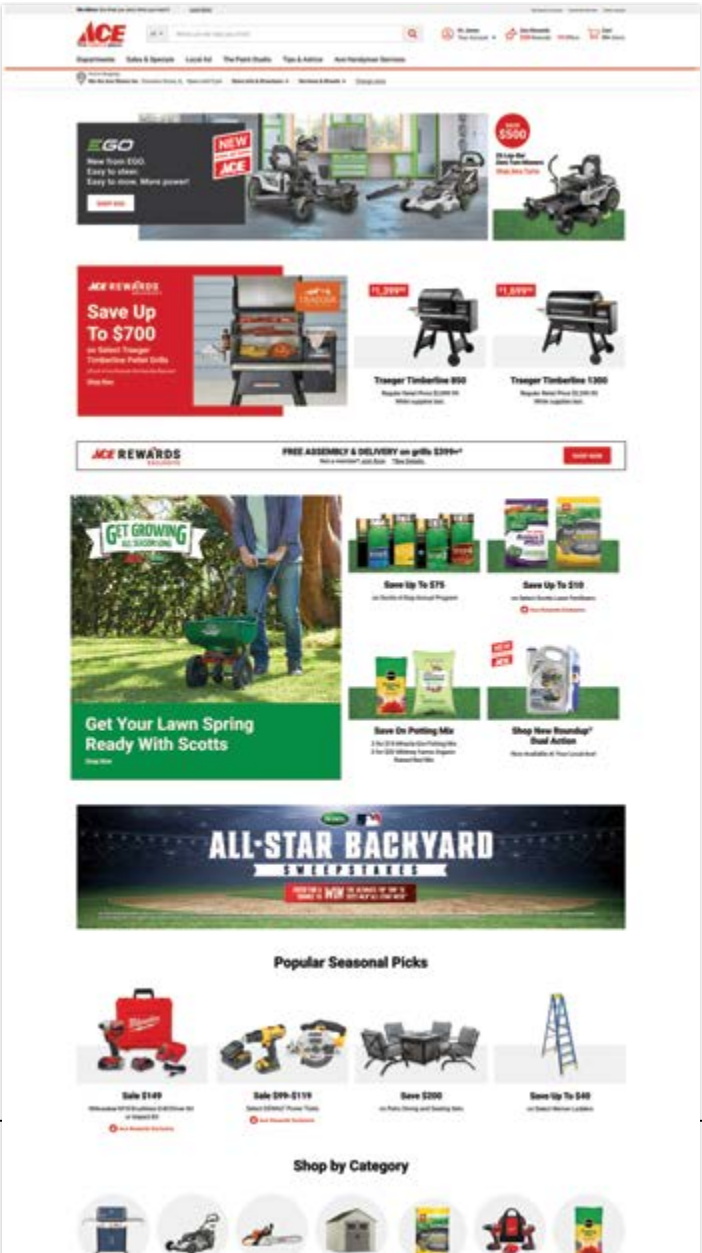
Our Copy Framework

43

/ Example - Digital
Homepage & Email

Honest Neighbor Voice
Filters: Helpful, Trusted,
Confident, Friendly

Conversational+ Tone
Addtl Traits:
Knowledgeable,
Encouraging



Honest Neighbor Voice
Filters: Helpful, Trusted,
Confident, Friendly

Conversational+ Tone
Addtl Traits:
Knowledgeable,
Encouraging, Witty



For more details:

- 153 – Appendix
- 154 – Copy Checklist
- 155 – Glossary of General Useful Terms and Explanations
- 162 – Ace Word Preferences

Our Core Identity

A photograph showing a worker on a scissor lift platform installing a large, bright red, three-dimensional letter 'G' onto a light-colored building facade. The worker is wearing a grey t-shirt, blue jeans, and a safety harness. The letter 'G' is highly reflective and has a thick, blocky design. The background is a clear blue sky.

A Comprehensive Visual System

We've created a complete set of design guidelines to ensure consistency over just about every instance of customer contact. The core design elements are the essential visual elements of our brand – our logo, color palette, typography, and graphics.



Logo

Our Wordmark
(Minimal)



This is what we are.

Our Brand Logo with Tagline
(Primary)



This is who we are.
This is why we exist.

Our Submark
(Secondary)



This is us, simplified.



/ Our Wordmark

Two custom and unique typefaces were crafted to create our signature wordmark.

The “Ace” is a completely custom typeface while the “Hardware” was inspired by Helvetica Neue’s Black Italic.

There are two different Ace Hardware wordmarks – stacked and horizontal. The stacked vertical wordmark is preferred, but the horizontal wordmark is acceptable in horizontal spaces.

Preferred Use:

- Exterior building signage

Other Uses:

- Clothing/uniforms
- Ace branded product



Minimum Size



0.5"

This logo should not go smaller than 0.5"

/ Our Brand Logo with Tagline

Our logo with tagline is the most enduring symbol of our brand. Treat it right.

This is our primary logo and has been carefully developed using a grid system to ensure consistent proportions. Manipulating or changing the appearance of our logo in any way diminishes its integrity and recognition, and undermines our protection against trademark violations.

Preferred Use:

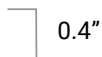
- External/customer-facing communication
- Internal/corporate communication

Other Uses:

- Clothing/uniforms
- Ace branded product



Minimum Size



0.4"

The submark can be used in spaces if going smaller than 0.4"

/ Our Submark

This submark is a simplified version of our logo that can be easily used at any size, especially smaller sizes.

A submark is an extension of our primary logo. It is a secondary logo for use in applications where the original logo doesn't work as well as you would like. It is based on the original logo in look and feel, and is therefore consistent with our brand.

Preferred Use:

- Mobile app
- Clothing/uniforms
- Ace branded product
- Circumstances when the text would be too small to be legible

Other Uses:

- External/customer-facing communication
- Internal/corporate communication

Correct Usage

- Our primary logo is the four-color version. If readability becomes an issue, the white logo should be used.
- The primary logos to be used are the red and black for use on lighter backgrounds, and the red and white for use on darker backgrounds.
- Our logo can be used on a blurred background as long as legibility is optimized.
- Only one logo should be used per page or layout spread. If our logo is shown in photography on the page (i.e. storefront, Ace vest), an additional logo may not be necessary.
- The white logo is an alternative-approved version for use on a red or blurred background.

Full Color Logo (Preferred; ideal on lighter backgrounds)



Red & White Logo (Acceptable on black)



White Logo (Acceptable when full color logo vibrates on background or when placing on darker backgrounds)



Black Logo (For B&W only)



Red Logo (For 1-spot color only)



/ Legacy Logos

We offer these logos to be used sparingly and in special cases where the history of Ace Hardware Corporation is being referenced.

1929 Logo



1931 Logo



1931 "Gold" Logo



1950 Logo



1980 Logos



Preferred Use:

- Customized swag product (i.e., mug, pin/lapel, stickers)
- Vintage apparel

/ Marketing Partnerships

We often have initiatives that require the use of our logo paired with another partner's logo. The Ace logo is always first and largest.

Partnership Logos

Partner logos should not exceed the size or visual impact of our own brand logo. There are two ways to size secondary partner logos*:

- When the partner logo sits beneath our own, scale the partner logo to 75% and center beneath the Ace logo
- When the partner logo sits to the right of the Ace logo, scale to 75% and align to the baseline under the Ace

**Some logos may require variance in scale.*

Vertically

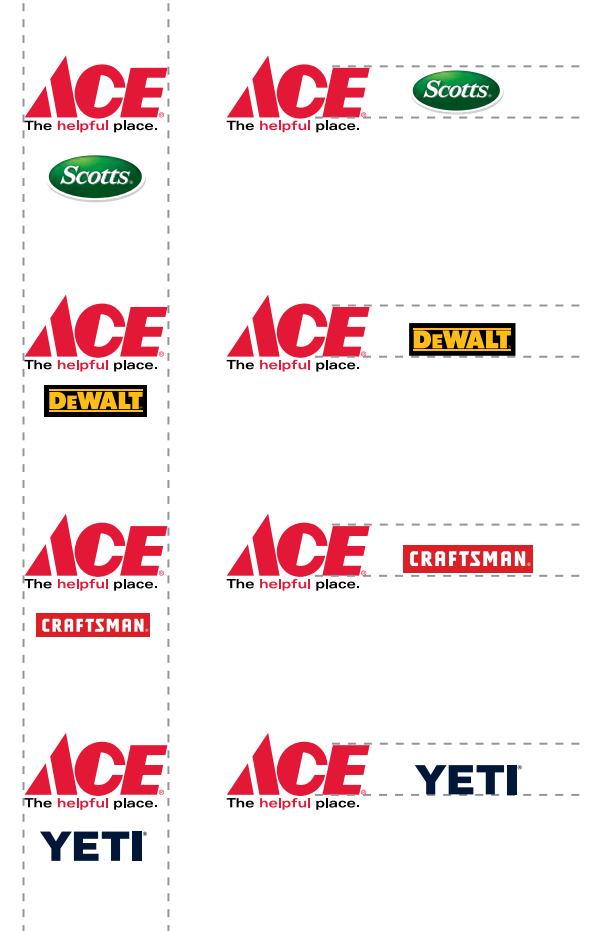


The partnership logo is not to exceed the width of the Ace logo.

Horizontally



The partnership logo is not to exceed the height of the "E" in the Ace logo.



With Ace Rewards, you can discover a toolbox full of ways to earn points, receive rewards and save. When you sign up as a new Rewards customer, there is a one-year new member program called “Only for You.” After that, Ace Rewards has two member levels – Core and Premier.

New Member “Only for You” Full Color Logo



Standard Core Member Full Color Logo



Premier Member Full Color Logo



/ Ace Foundation Logos

Since 1991, Ace Hardware has raised more than \$180 million for local Children's Miracle Network Hospitals across the country.

Ace Foundation Logo



Ace Foundation + CMN Hospital Logo Lockup



CMN Hospital Logo



The image shows the exterior of an ACE Hardware store. The building features a stone masonry facade. A large, three-dimensional sign for 'ACE Hardware' is mounted on the wall. Below the sign, there are large glass windows and doors, partially covered by red awnings. In the foreground, there is a black lamppost with two hanging planters, and a landscaped area with tall grasses and small plants. A portion of a silver car is visible on the right side of the image.

Exterior Building Signage



While one of the cornerstones of Ace's success is the entrepreneurial spirit of its retailers, uniting under one strong, consistent brand – Ace Hardware – positions Ace as a prominent national chain in the eye of the consumer.

Keep in mind that local building codes or zoning issues, shopping center covenants or historical district requirements may require some exceptions to these guidelines.

/ Recommended Owner's Name on Exterior Signage



Recommended placement of retailer signature or location name should be to the left or directly above the wordmark.

For store name font above, use:
Helvetica Neue LT Std 96 Black Italic.



Ideal Representation

Properly representing the Ace Hardware brand on every unique storefront upholds brand integrity.

Following our recommended building signage rule will represent your business in a united and consistent manner with our national brand. The more cohesive our store branding is across retailers, the higher the perceived value of the Ace Hardware brand overall.

Our Design Philosophy

A photograph of a color palette chart. The chart is a grid of numerous small color swatches, organized into rows and columns. The colors transition through a spectrum, including yellows, greens, blues, and reds. The chart is mounted on a wall or board, and a white triangular object is visible on the right side. The text "Color Palette" is overlaid in a large, bold, black font.

Color Palette

Ace Red

C 00 M 100 Y 81 K 04
R 227 G 25 B 55
HEX D40029
PMS 186 C

Black & Grays

C 00 M 00 Y 00 K 100
R 00 G 00 B 00
HEX 000000
PMS BLACK 6 C

C 00 M 00 Y 00 K 70
R 109 G 113 B 110
HEX 6D6E71
PMS COOL GRAY 11 C

C 00 M 100 Y 81 K 40
R 158 G 06 B 32
HEX 9E0620
PMS 187 C

C 32 M 100 Y 80 K 60
R 91 G 00 B 20
HEX 5B0014
PMS 188 C

C 00 M 00 Y 00 K 30
R 188 G 190 B 192
HEX BCBEC0
PMS COOL GRAY 5 C

C 00 M 00 Y 00 K 10
R 230 G 231 B 232
HEX E6E7E8
PMS COOL GRAY 1 C

Primary

(Used 80% of the time or more)

The primary color palette is reds, black and grays. Use these colors dominantly to reinforce instant brand recognition.

Browns Yellows Greens Teals & Blues

C 36 M 62 Y 100 K 28 R 133 G 87 B 35 HEX 855723 PMS 140 C	C 00 M 42 Y 95 K 00 R 250 G 162 B 39 HEX FAA227 PMS 144 C	C 88 M 53 Y 72 K 65 R 03 G 49 B 41 HEX 033129 PMS 627 C	C 98 M 84 Y 45 K 57 R 07 G 30 B 58 HEX 071E3A PMS 289 C
C 16 M 33 Y 76 K 00 R 216 G 170 B 90 HEX D8AA5A PMS 7407 C	C 04 M 20 Y 100 K 00 R 245 G 199 B 20 HEX F5C714 PMS 7405 C	C 50 M 33 Y 80 K 47 R 00 G 82 B 56 HEX 005238 PMS 7484 C	C 90 M 45 Y 38 K 11 R 00 G 110 B 130 HEX 006E82 PMS 3145 C
C 18 M 21 Y 50 K 00 R 211 G 191 B 141 HEX D3BF8D PMS 7501 C	C 02 M 05 Y 85 K 00 R 254 G 229 B 66 HEX FEE542 PMS 115 C	C 50 M 00 Y 100 K 00 R 141 G 198 B 63 HEX 8DC63F PMS 375 C	C 78 M 15 Y 34 K 00 R 14 G 163 B 171 HEX 0EASAB PMS 631 C
C 14 M 11 Y 23 K 00 R 219 G 215 B 195 HEX DBD7C3 PMS 7527 C	C 00 M 00 Y 60 K 00 R 255 G 246 B 133 HEX FFF685 PMS 100 C	C 29 M 00 Y 89 K 00 R 192 G 216 B 73 HEX C0D849 PMS 389 C	C 50 M 00 Y 5 K 00 R 113 G 207 B 235 HEX 71CFEB PMS 636 C

Secondary

(Used 20% of the time or less)

Secondary colors should be used sparingly to only complement the main color palette – never overpower. No additional colors may be added, nor should current colors be tinted – they should always be used at 100%.

Typography



Brand Font (Primary)

Roboto Black
Roboto Bold
Roboto Medium
Roboto Regular
Roboto Light

Preferred weights to use as shown but any variance from Roboto is ok
Used in ALL communications and is the main font
Sentence case or ALL CAPS
Metric kerning

IMPORTANT NOTE:

Please do not use **Roboto Slab** as it is no longer in the Ace brand font family.

Additional Fonts (Selective)

SAILORS ROUGH

Used only in the BBQ category
Shows up regularly due to BBQ promotions & messaging
Font comes in ALL CAPS only
Optical kerning
NOTE: For digital spaces, replace with Roboto for ADA compliance

IMPORTANT NOTE ABOUT ADDITIONAL FONTS:

Additional fonts may come through from campaigns, promotions, and programs but should not overpower the main Ace brand Roboto font family.

Type standards draw the audience's attention to the most important information in the most logical order.

Headlines

- No punctuation
- Sentence case, Title Case or ALL CAPS
- Between 1-3 lines long
- Leading set at the same or higher than the font size
- Tracking set to 0
- Kerning set to metric.
- Colors are in primary Ace color palette

Subheads

- Should have punctuation in print, none in digital
- Sentence case or ALL CAPS
- Between 1-3 lines long, if needed
- Font size wise, 1/2 to 2/3 the size of the headline
- Leading set to automatic
- Tracking set to 0
- Kerning set to metric
- Colors are in primary Ace color palette

Body Copy

- Should have punctuation in print, none in digital
- Sentence case only
- Font size wise, 1/2 to 2/3 the size of the subhead
- If no subhead, 1/3 to 1/4 of the headline
- Leading set to automatic
- Tracking set to 0
- Kerning set to metric
- Colors are in primary Ace color palette

Print Example

Headline [**DISCOVER THE BIGGEST BRANDS IN GRILLING**

Subhead [**Plus, Ace Rewards members get free fuel refills for any purchases of grills \$399 and up*.**

Body Copy [Grilling is more than what sears on the grate – it's a lifestyle. Whether you're a self proclaimed grill master, first-time griller, or making a transition from charcoal to gas, we've got you covered. Choose from our array of charcoal, gas, and electric grills.

Digital Example

Headline [**Discover the #1 Rated Brand in Cordless Outdoor Power**

Body Copy [Shop premium, powerful EGO lawn care tools at Ace – one battery powers them all

Pricepoints



#For Price Format



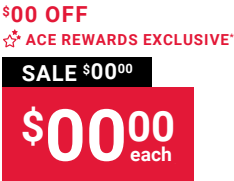
Promo Group Multi Price Format



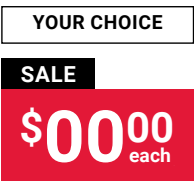
Your Choice Instant Savings Only Price Format



Instant Savings Feature Price Format



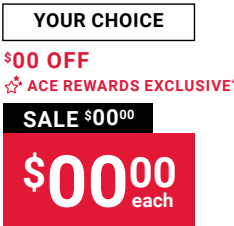
Your Choice Promo Price Format



Your Choice Instant Savings Only Price Format



Instant Savings Your Choice Price Format



Promo Group Price Format
& Promo Price Price Format



Your Choice Instant Savings Only Price Format



Reg. Price



Percent Off Price Format



BOGO % Price Format



Buy 2 Get Price Format

BUY TWO GET
\$00 OFF

BOGO FREE Price Format

BUY ONE GET ONE
FREE

BOGA - Buy+SR/Get FREE Price Format

BUY THIS GET THIS
FREE

BOGA - Buy+SR/Get FREE Multi Price Format

BUY ONE OF THESE
GET ONE OF THESE
FREE

Percent Off Multi Price Format

UP TO
00% OFF

Under Dollar Amount Category Price Format

CATEGORY
UNDER
\$00

Your Choice Promo Multi Price Format

YOUR
CHOICE
\$00

Instant Savings Your Choice Promo Multi Price Format

\$00 OFF
☆ ACE REWARDS EXCLUSIVE*

YOUR
CHOICE
\$00

Header + LL Body Copy Promo Price Format

Scotts® Turf Builder® Halts® Crabgrass
Preventer with Lawn Food
Covers 5000 sq. ft. 7232325
Limit 2 at this price.

15,000 Sq. Ft. \$6.00 OFF ACE
REWARDS EXCLUSIVE* 7232390...\$79.99
Limit 2 at this price.

NOTE: Product description should be 4 lines max, additional
skus should be separated with leading

A close-up photograph of a person's hand holding a smartphone. The person is wearing a dark green long-sleeved shirt. The smartphone screen displays a web application with a red header and a blue bar chart. The background is blurred, showing a red garment and some colorful flowers.

Graphic Elements

Art Elements

The Ace Brand does not use a lot of flourishes in its design. Therefore, art elements are minimal and intentional, such as the Helpful Tip bubble, which adds to our helpful promise, and the slanted “A” graphic, which is a subtle branding play on the A in Ace.

Helpful Tip Bubble

Bubble arrow can be any direction.
Including an expert callout is optional.



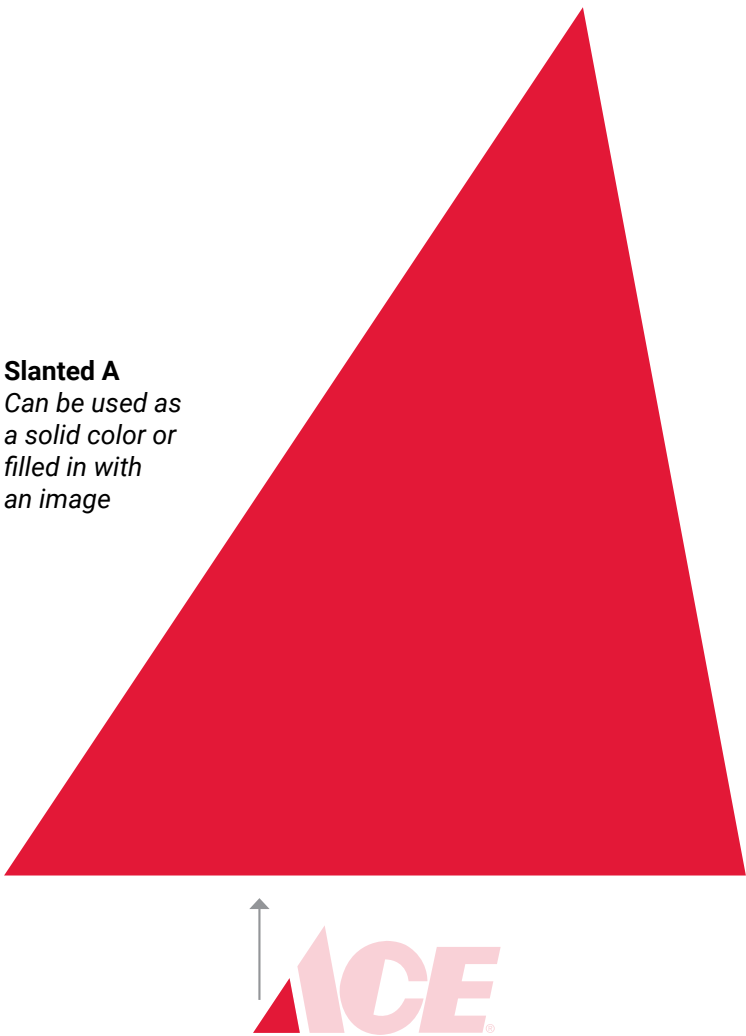
Red Vest Icon

Can be used outside of the Helpful Tip Bubble when information is more of a general callout or when used in social media spaces.



Slanted A

Can be used as a solid color or filled in with an image



/ Iconography

Free Assembly



Curbside Pickup



Curbside Car



Free Delivery Truck



Order Pickup



Ace DotCom



Ace Mobile Phone



Ace SMS Text



Home

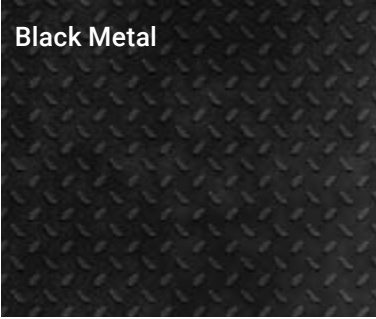
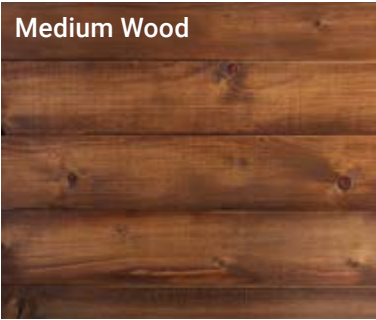
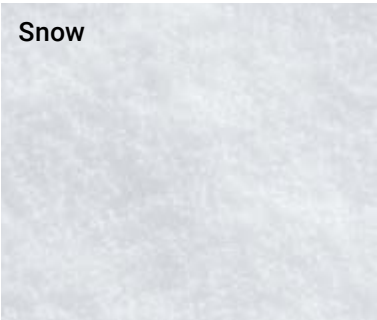


Ace Storefront



[Download Assets](#)

/ Patterns & Backgrounds



[Download Assets](#)

Our Imagery

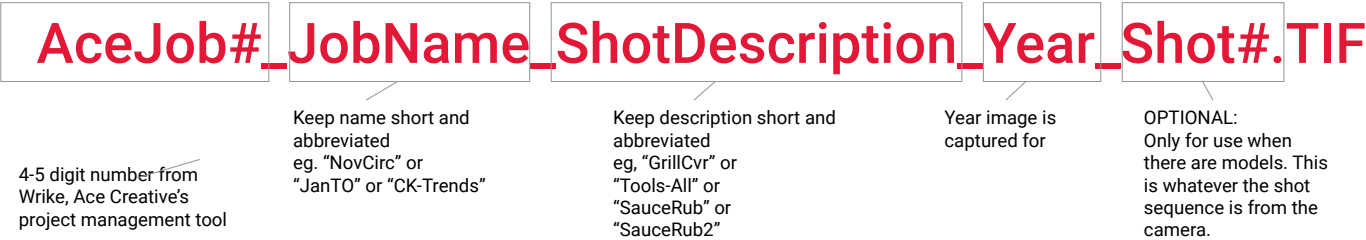
Our Imagery is Key to our Brand

What makes us stand out from our competitors is our photography style. How we capture our product, customers, associates, and homeowners in an energetic and approachable way is how we inspire you to see what's possible with Ace.



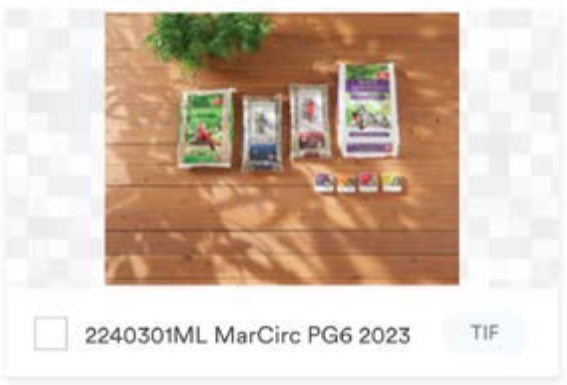
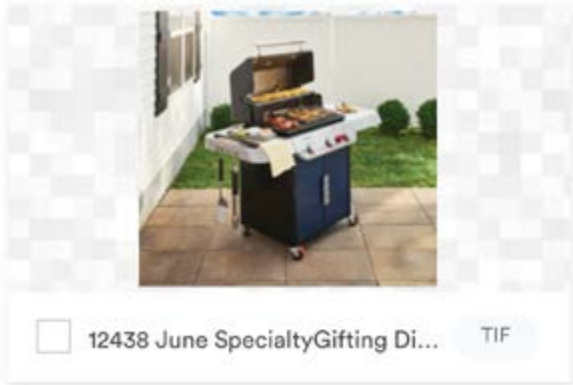


Following this image naming convention allows for an optimal cataloging and search experience for everyone using our digital asset management system, Brandfolder.



Examples from our DAM system (Brandfolder) of how naming shows up:

Note that BrandFolder removes the underscores _
You can learn more about BrandFolder on page 123.





Location

Lifestyle Locations

Homes represented for location imagery should reflect our ideal customers' homes in an aspirational way. These location homes have a more midwest curb appeal, with beautiful details, spaces for entertaining, and lush and manicured lawns.



- Modern traditional middle-class to upper middle-class homes
- Great landscaping, well established mature trees, large luscious green lawn, openness
- Fence, pergola, large patio, deck, pool, outdoor fireplace, fire pit, or shed on property
- Must have spaces for entertaining



A man and a woman are grilling outdoors in a backyard setting. The man, wearing a light blue shirt, a black apron, and a black glove, is using tongs to grill food on a Weber charcoal grill. The woman, wearing a blue top and striped pants, is holding a plate of grilled food. They are both smiling and looking at the grill. The background shows a patio with a white sofa, a blue patterned rug, and a large patio umbrella. The text "Sensory Lifestyle" is overlaid on the left side of the image.

Sensory Lifestyle

Senses Stimulating
Emotions Focused
In-the-Moment
Celebrating Life
Joyful

Beautiful moments of joy, coming together, and being in the zone celebrating life. Peak into what it means when you are living a fulfilled life - whether it's a passion project or a family barbecue in your backyard, enjoy it with those you love the most and make memories.

USAGE: Selective, Minimal
Digital - Email, Landing Page, Social
Print - Internal, Campaign, Direct Mail, Signage



[Download Assets](#)



Lighting

- Saturated, colorful, dimensional
- Natural lighting, no harsh lighting, diffused
- Can be during golden hour or later in the evening when sun is going down if requested
- Directional shadow, dappling of shadows
- Sun flares, hazy, glows from the outdoor lights

BACKGROUND:

- Depth of focus, background out of focus

ANGLES:

- General angle is shoot into
- Shooting slightly above ok
- Shooting overhead also ok when requested

NOTE ON CROPPING:

- Pull back to show more space for design use if a shot to capture the atmosphere
- Ok to get tighter and focus on emotions also
- Please shoot vertical and horizontal when possible

A photograph of a female employee in a red vest with the 'ACE' logo, smiling and holding a clipboard and pen while talking to a male customer in a paint aisle. The shelves are filled with various paint cans, including 'KINGSTON' and 'ACE' brands. The text 'In-Store Lifestyle' is overlaid in large white font on the left side of the image.

In-Store Lifestyle

Moment of Help
Genuine
Approachable
Confident
Helpful

Authentic moments of Red Vested Heroes in aisle in belly-to-belly interactions or are ready to help. Customers are happily engaged in Ace stores. Fully stocked shelves.

USAGE: Selective, Focused
Digital - Internal, corporate or retailer-facing websites i.e. careers, new business or B2B, OR specific landing pages, emails and/or social i.e. Extra Mile Promise (EMP)
Print - Specific campaigns i.e. EMP, store services, or internal programs for in-store signage, mailers, brochures, store kits



Download Assets



Lighting

- Saturated, colorful, dimensional
- Fresh dewy skin tones with nice highlights
- Directional shadow

BACKGROUND:

- Aisles are tight but stocked
- Backgrounds can be out of focus or in focus where models are placed
- Focus is on the models and interaction

ANGLES:

- General angle is shoot into, not overhead
- Shooting slightly above ok

NOTE ON CROPPING:

- Pull back to show more space for design use
- Please shoot vertical and horizontal for everything, when possible. Because of that, be mindful of busyness in backgrounds and how to keep it more clean and simplified, understanding the challenge that this is a store environment.

/ Examples of In-Store Lifestyle Images in Collateral

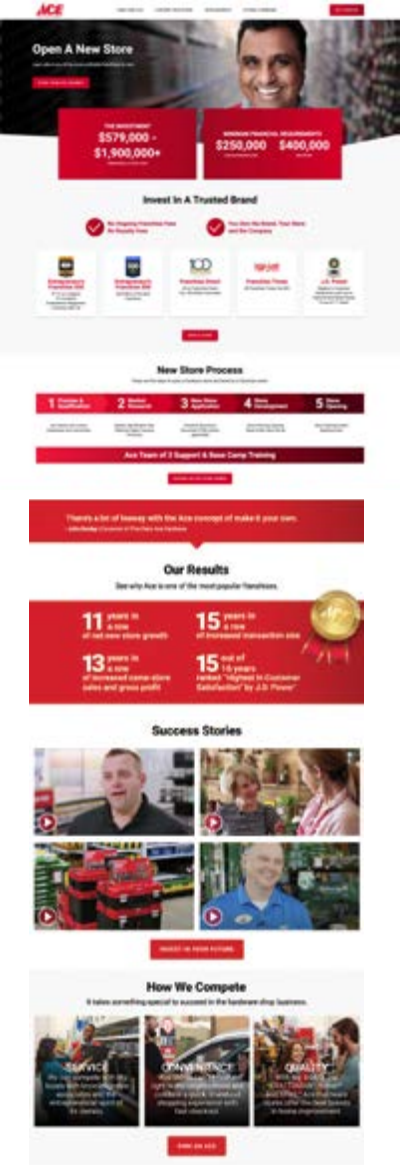
Store Signage
B2B Window Poster



Circular
EMP Circular Mod



Dotcom
MyAce.com New Business Site



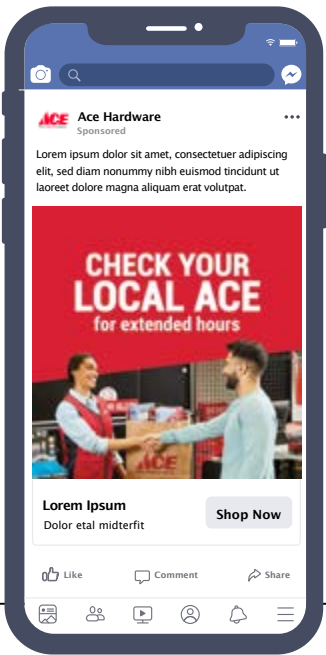
Sign Kit
End Cap



Printed Collateral
New Business Book (Inside Spread)



Social
Facebook/Instagram Post



Studio

A professional studio setup is shown against a plain white background. On the right side, a black boom arm is mounted on a stand, holding a large black umbrella light. A black cloth or backdrop is also visible hanging from the boom arm. The word "Studio" is written in a large, bold, black font on the left side of the image.

Into POV

- Stylized studio environment with wall/background and flooring
- Environment should have a sense of place
- Shoot straight into or at a low angle
- Higher saturation and contrast with strong directional shadows
- Dappling light and shadows when in an enviro, shouldn't always feel flat



Overhead POV

- Stylized studio environment or sweeps
- If environment, can shoot at a slight angle but NO horizon line
- Shoot overhead, graphic and clean with NO depth of focus
- Higher saturation and contrast with strong directional shadows
- Dappling light and shadows when in an enviro, shouldn't always feel flat



Sets & Backgrounds

These set textures, materials, and backgrounds are a starting point to get inspired. Utilize them or vary from it but the overall look and feel should not veer far from this palette. This ensures our visual brand consistency.



/ Example Studio Sets



Product Lifestyle



Product Focused
Stylized Approachability
Modern
Fresh
Lively

Updated point of view of how to present product as hero and propping with models. Great styling capturing a realistic environment. Models should never overpower the product but rather complement and enhance the storytelling.

USAGE: Broad, Very Common
Digital - Dotcom, Email, Social, Display, App, Push
Print - Circular, Direct Mail, Grand Opening, Sign Kit, WTM



Download Assets

/ Examples of Product Lifestyle Images in Collateral

Sign Kit
End Cap



Direct Mail
Rewards Targeted Mailer Covers



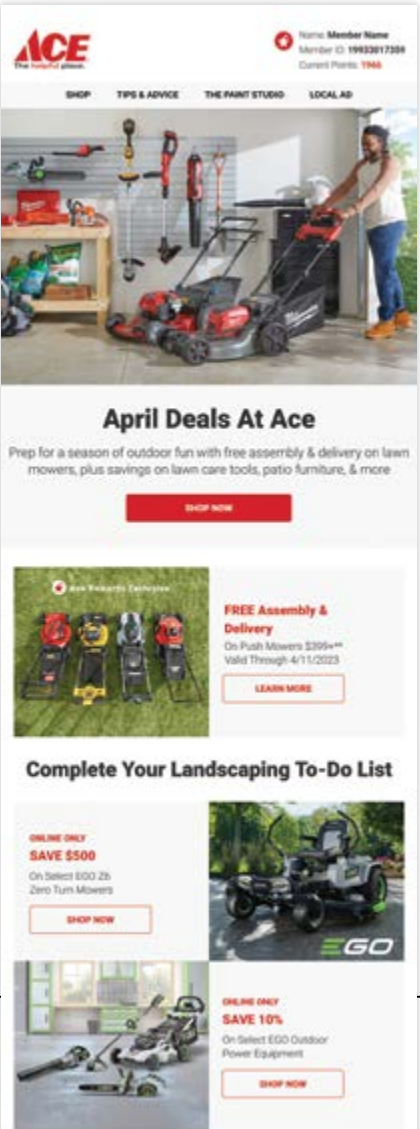
Circular
Month Long Circular Mod (A-Spot)



Circular
Event Circular Mod (A-Spot, Above Fold)



Email
National Email



Social
Push Notification





Product Environment

Product Focused Tastefully Styled Colorful Graphic Clean

Highly product-focused with a strong sense of space and story. Visually striking and graphic with clean styling but with a sense of playfulness in propping when applicable i.e. a spill, wood shavings, gardening gloves.

USAGE: Broad, Very Common

Digital - Dotcom, Email, Social, Display, App, Push

Print - Circular, Direct Mail, Grand Opening, Sign Kit, WTM



[Download Assets](#)

Circular
Month Long Circular Mod (Inside Spread)



Circular
Event Circular Mod (Back Cover A-Spot)



Sign Kit
End Cap

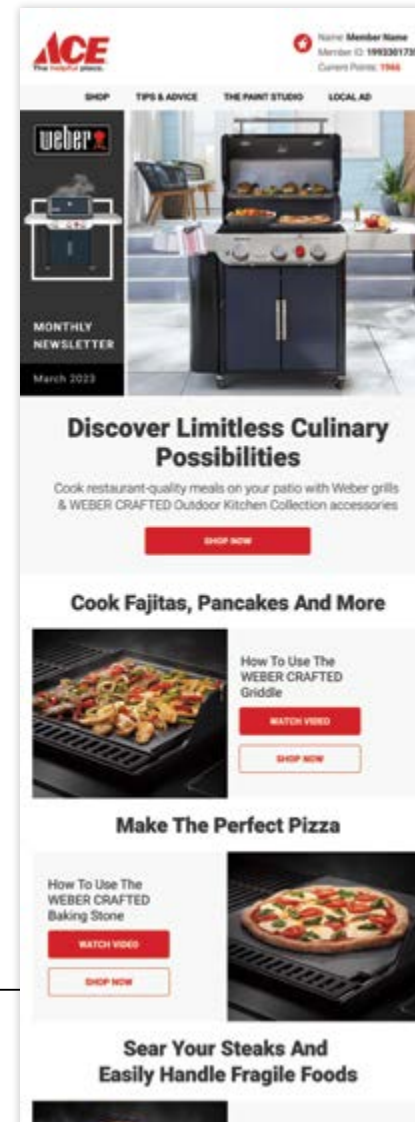


Direct Mail

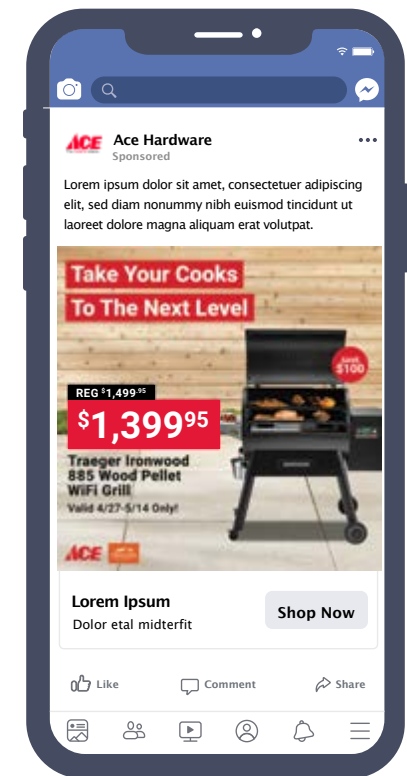
Rewards Targeted Mailer Inside Spread



Email
National Email



Social
Facebook post



Product Silos



Clean Graphic Saturated Beautifully Shaped

Lighting should highlight and shape product and show highlights when possible. Hold shadows with soft, diffused, and tighter shadows. When shooting into/tabletop, show shadow grounding product and keep tight. When overhead, directional lighting with shadow. Shadow slightly to right preferred, like hand tools below. Include clipping path with shadow as a layer also.

If holding the background, hold value at 240.

USAGE: Broad, Most Common

Digital - Dotcom, Email, Social, Display, App, Push

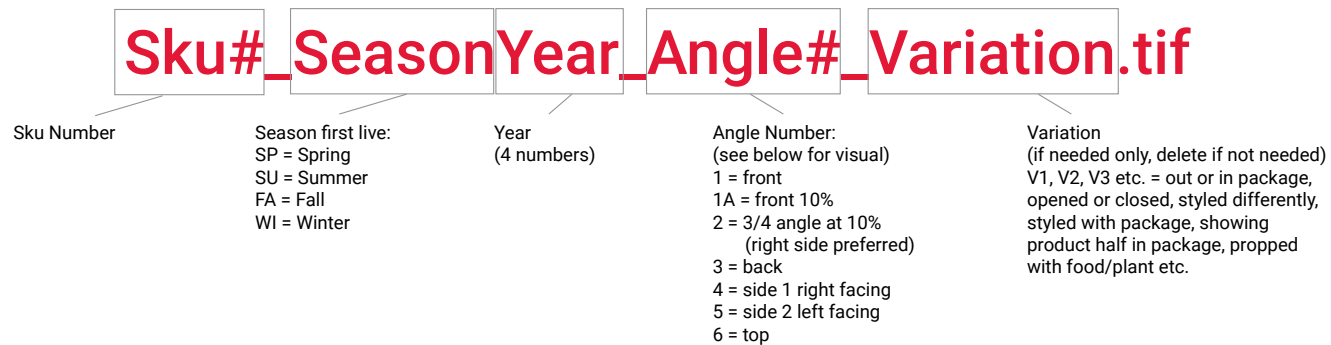
Print - Circular, Direct Mail, Grand Opening, Sign Kit, WTM



[Download Assets](#)



/ Silo Image Naming



Angle Number:
1 = front



Angle Number:
1A = front 10%



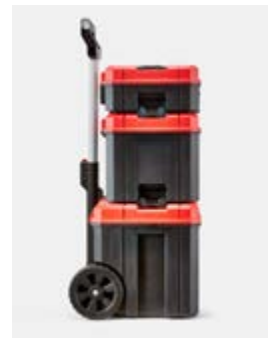
Angle Number:
2 = 3/4 angle at 10%
(right side preferred)



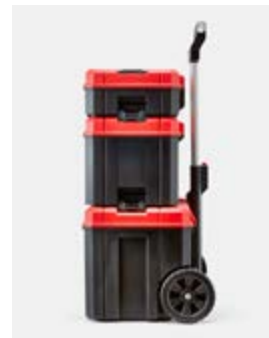
Angle Number:
3 = back



Angle Number:
4 = side 1 right facing



Angle Number:
5 = side 2 left facing



Angle Number:
6 = top



/ Examples of Product Silo Images in Collateral

Circular
Inside ML Spread



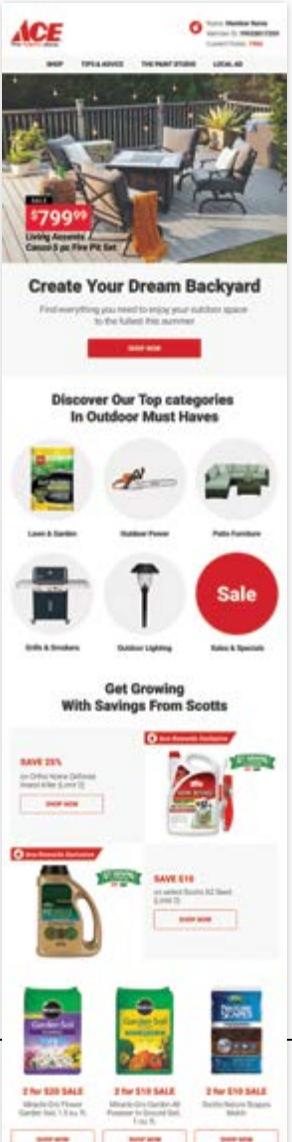
Direct Mail
Rewards Targeted Mailer Inside Spread



Dotcom
Homepage



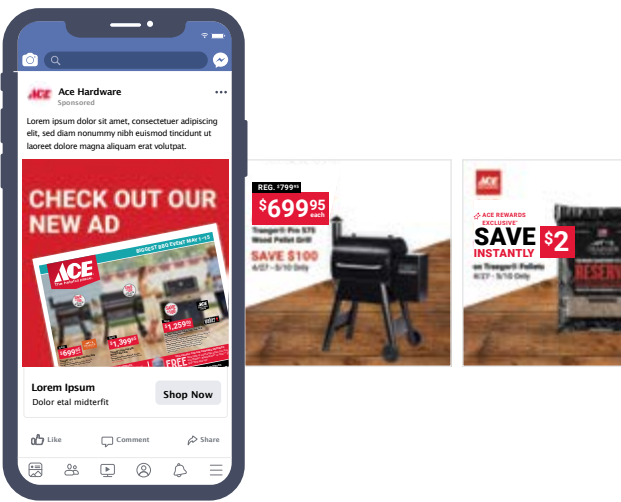
Email
National Email



Sign Kit
End Cap



Social
Facebook carousel post



A man and a woman are posing together against a plain white background. The man, on the left, is a Black man with short hair, wearing a black polo shirt under a red zip-up vest with the 'ACE' logo on the chest. He has his arms crossed and is smiling slightly. The woman, on the right, is a woman with long dark hair, wearing a light blue button-down shirt under a red zip-up vest with the 'ACE' logo on the chest. She has her arm around the man's shoulder and is smiling broadly. The text 'Studio On Figure' is overlaid on the left side of the image.

Studio On Figure

Joyful
Helpful
Authentic
Confident
Fresh

Fresh dewy skin tones with nice highlights to enhance the expressiveness of the models. Hands, body language, and facial expressions are extremely important to tell our helpful story.

USAGE: Selective, Focused
Digital - Dotcom, social, email
Print - Direct Mail i.e. Rewards



/ Examples of Sensory Lifestyle Images in Collateral

Direct Mail
Rewards Targeted Offer (Inside Spread)



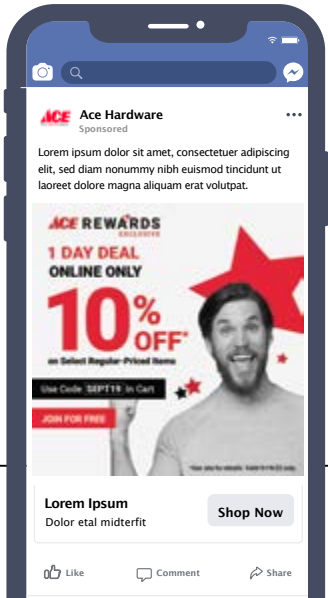
Direct Mail
Rewards Specialty Birthday Mailer



Dotcom
Homepage A-Spot



Social
Ace Rewards 1-Day Deal Facebook Post



Dotcom
Ace Rewards Landing Page





Casting H+M Styling

Men



Casting - Men

- Age range: 25-50
- Diversity in race, size, height, body shape, skin, hair style
- No extreme and/or offensive tattoos or piercings
- Warmth in eyes and inviting smile



Men's Styling



MALE CUSTOMER STYLING:

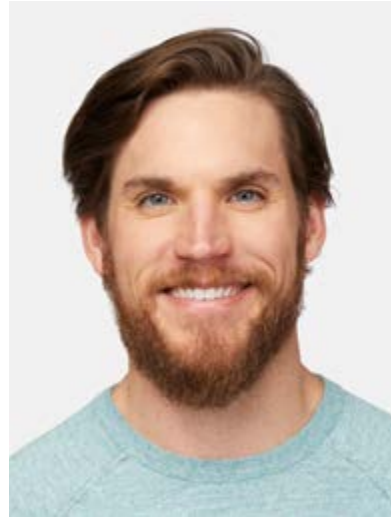
- Casual attire
- Accessories keep light i.e. ring or glasses
- T-shirts, short or long, light colors, neutrals
- Simple patterned shirts i.e. stripes, plaid
- Tops not too dark or heavy
- Light layering i.e. denim shirt, flannel, light sweater, mid-weight canvas shirt jacket
- Jeans, khakis - casual fit, slim fit ok but not extra tight
- Sneakers, boots
- No visible piercings



MALE EMPLOYEE STYLING:

- Red Ace vest
- Black polos
- Red Ace polos
- Ace name tag (optional)
- Denim button up shirts
- Neutral tops
- Black, denim or khaki pants
- Fitted to casual fit, not too tight
- Sneakers, boots, work shoes
- NO HATS

Men's Hair + Makeup



- Scruff ok, not too perfect
- Casual hair, not overly styled
- Dewy clear skin
- No extreme or offensive tattoos.
Up to discretion of AD if smaller tattoos should be visible.



Women



Casting - Women

- Age range: 25-45
- Diversity in race, size, height, body shape, skin, hair style/lengths
- No visible tattoos or piercings besides ears
- Warmth in eyes and inviting smile

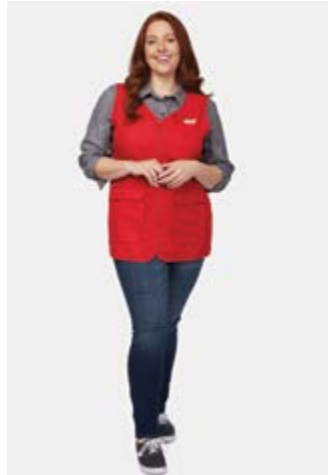
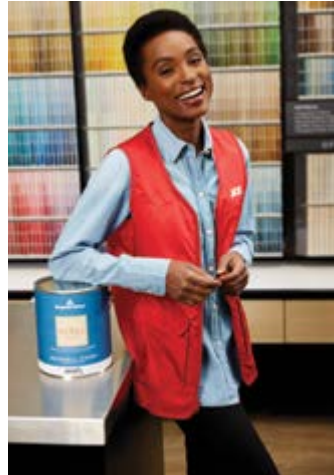


Women's Styling



FEMALE CUSTOMERS:

- Casual attire
- T-shirts, long or short sleeve
- Simple patterns i.e. stripes, plaid
- Tops not too dark or heavy
- Light layering i.e. denim shirt, flannel, light sweater
- Jeans, slim fit or fitted
- Sneakers, booties
- Light accessories i.e. crossbody, rings, stud earrings



FEMALE EMPLOYEE STYLING:

- Red Ace vest
- Denim button up shirts
- Neutral top
- Red Ace polo
- Ace name tag (optional)
- Black, denim or khaki pants
- Slim fit or fitted bottoms
- Sneakers, boots
- NO HATS

Women's Hair + Makeup

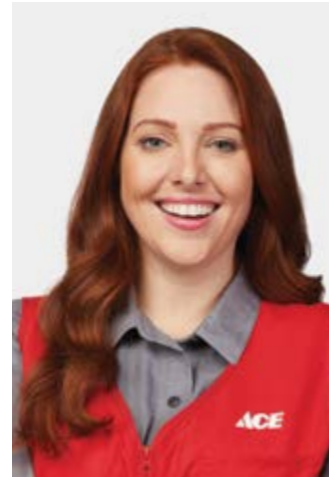


OVERALL FEMALE MAKEUP:

- Dewy clear skin
- Natural look
- Little color to the eyes, brows, lashes
- Natural glossed lips

FEMALE CUSTOMER HAIR:

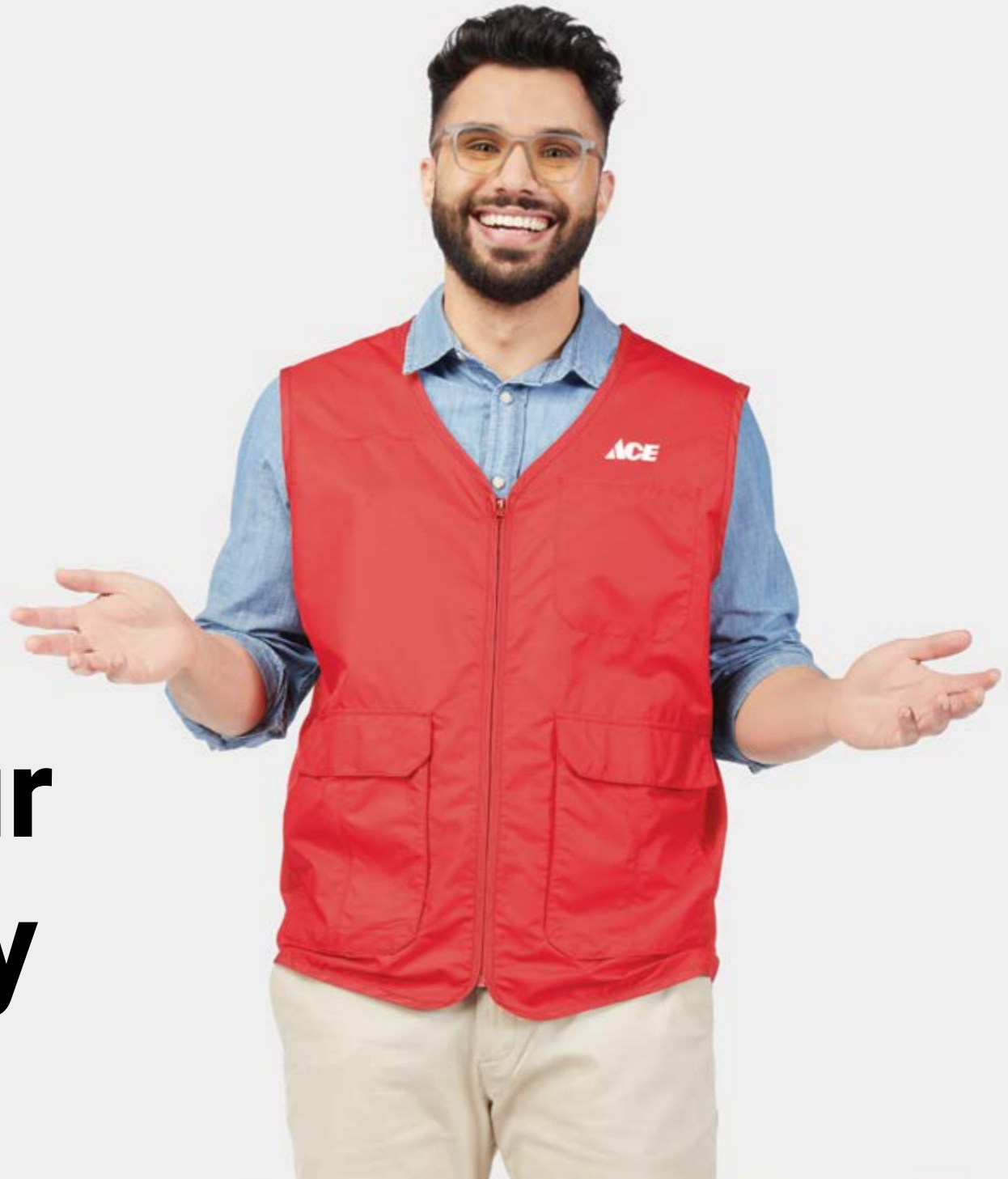
- Casual styling
- Relaxed hair, natural hair
- Soft curls ok but not overly done
- Low bun and ponytails ok

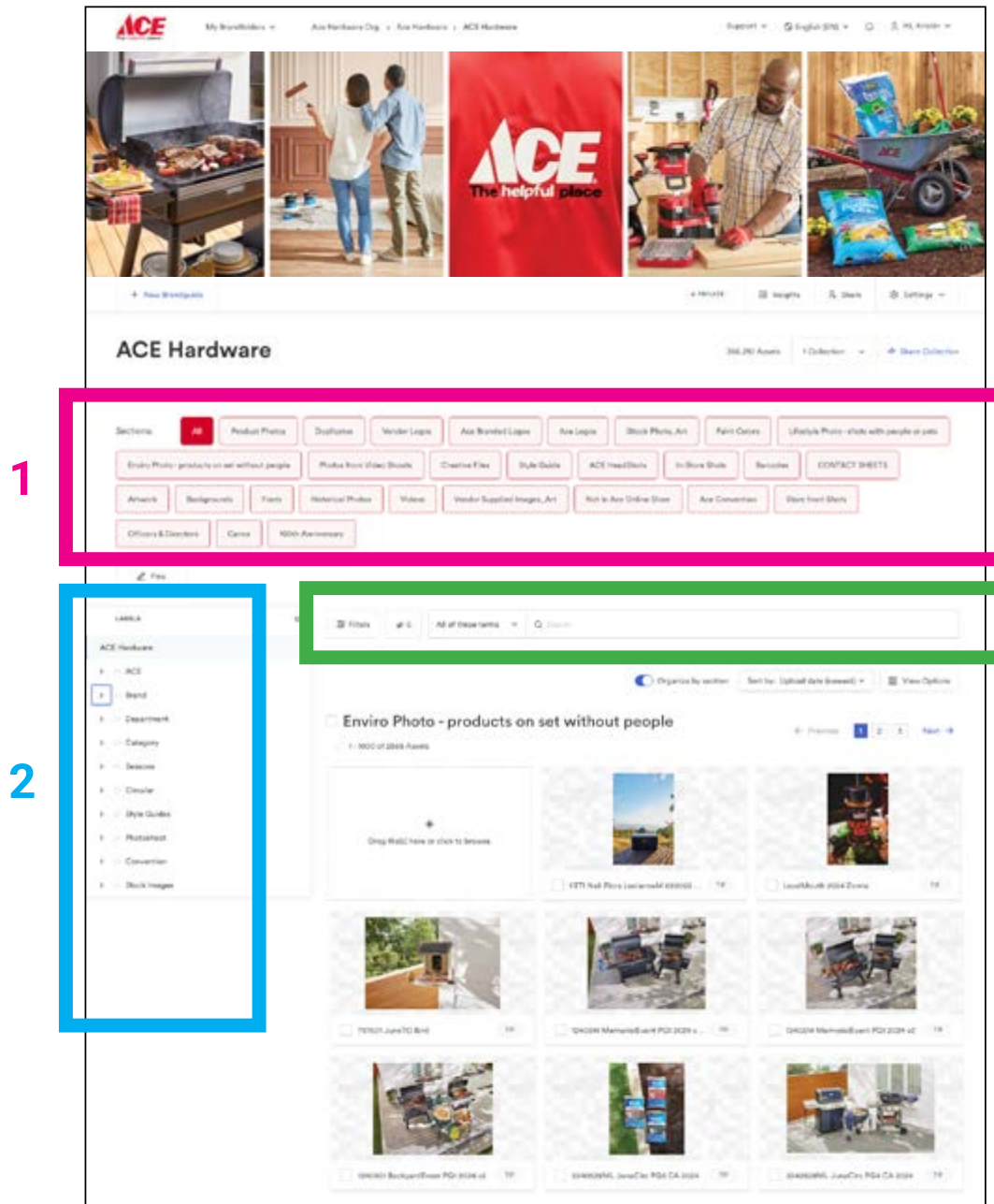


FEMALE EMPLOYEE HAIR:

- Pulled back
- Low ponytails
- Braids and braided details ok, looser styling
- Casual styling to soft curls
- Natural hair ok if short

How to Find Our Imagery





Digital Asset Management System - Brandfolder

HOW TO SEARCH:

There are three ways to search. You can utilize one or all three ways of searching.

NOTE:

Images are metadata-driven and each image should have search terms associated with it along with SKUs and brand information. New imagery will have more information than older imagery.

1. Sections

Best use case for quick filtering of type of imagery i.e. Product Image or In-Store Shots

2. Labels

Best use case for quick filtering of type of info i.e. a Brand, Category, Year, Creative type, name of Photoshoot

3. Search Bar

Best use case for searching for specific SKUs, details, or general feeling of image you want



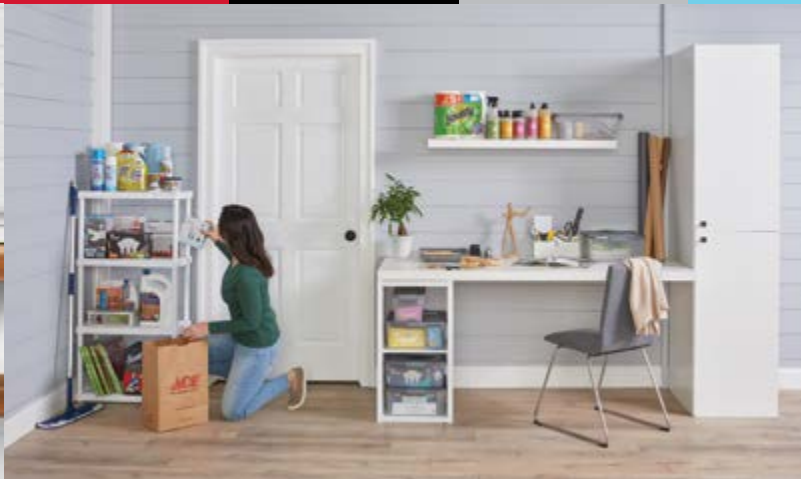
Seasonal Visual Guide



Winter

JAN-FEB

Roboto Bold | Roboto Regular



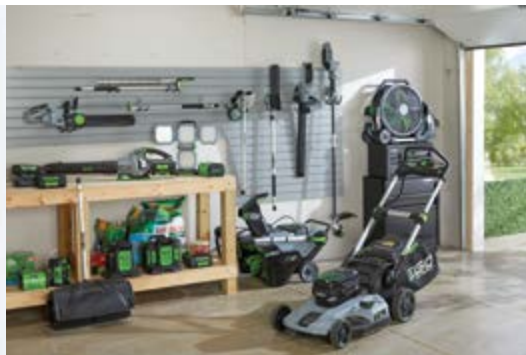
Indoors | Organized | Clean | Winterization



Spring

MAR-MAY

Roboto Bold | Roboto Regular



Outdoors | Excitement | Ambitious | Preparedness | Fresh



Summer

JUN-AUG

Roboto Bold | Roboto Regular



Outdoors | Celebratory | Energetic | Sensory-Stimulating | Lush



Outdoors | Winding Down | Crisp | Cleanup



Holiday

NOV-DEC

Roboto Bold | Roboto Regular



Indoor/Outdoor | Gifting | Joyful | Comforting | Nostalgic

Our Creative Experience

Our creative is based on simplicity and consistency to unify our brand experience, positioning Ace as an indispensable part of our customer's lives.



Follow these principles to guide you when designing content for the Ace Hardware brand.

Helpful

Ask yourself:

Do I know my target audience?
Is what I am creating helpful to the intended audience?
Am I providing a solution to the audience?
Does this fulfill the Ace helpful promise?

Authentic

Ask yourself:

Am I portraying Ace in a realistic and approachable way?
Am I getting to the point of what I am trying to achieve?
Is what I create simple and clear?

Visually Stimulating

Ask yourself:

Are my visuals about the subject matter?
Am I showing the subject matter in a compelling way?
Are the visuals senses stimulating?
Does what I create inspire and evoke an emotion?

A man with short grey hair, smiling, is wearing a red vest over a black shirt. He is standing in a warehouse or storage area, surrounded by green plastic crates. He is holding a small object in his hands. In the background, there is a white machine and a ladder.

Print Design Framework

/ Circular Month Long

Finished Size:
10" x 9.5"

Pages:
4, 6, or 8

Mandatory:
Ace logos
Sale Dates
Rewards App & CMN
Disclaimers

Versioning:
CA - California
DS - Desert
FN - Far North
NR - North
NW - Northwest
SO - South
TR - Tropical

Ace logo in pocket

Sale Dates

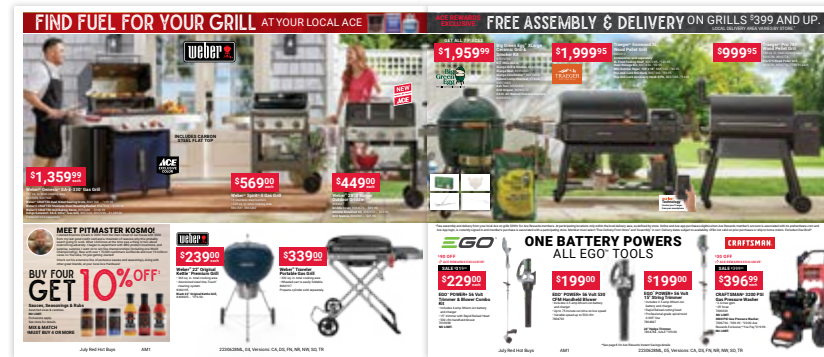


Cover



Inside Spread

Campaign Mod



Inside Spread



Inside Spread

Vendor Mod

Ace logo in pocket



Back Cover

Rewards App,
CMN &
Disclaimers

/ Circular Event

Cover

Inside Spread

Back Cover

Ace logo in pocket

Sale Dates

Finished Size:
9" x 21"

Pages:
4, 6, or 8

Mandatory:
Ace logos
Sale Dates
Rewards App
CMN
Disclaimers

Versioning:
CA - California
DS - Desert
FN - Far North
NR - North
NW - Northwest
SO - South
TR - Tropical

Coupon

Coupon Disclaimer

Ace logo in pocket

Campaign Mod

Rewards App, CMN & Disclaimers

/ Specialty Digital Circular

Finished Size:
12" x 9"

Pages:
Unlimited

Mandatory:
Must have min avg of
4 promotions on a page

Versioning:
All Market or
CA - California
DS - Desert
FN - Far North
NR - North
NW - Northwest
SO - South
TR - Tropical



Cover



/ Sign Kit

This is a representation of what typically comes in a Sign Kit but is not limited to only what is portrayed here and can include additional graphics, signage, and displays.



Window Posters



Finished Size:
26" x 34"
Messaging varies by promotion, seasonal, brand, service offering, program initiatives, or events.

End Caps



Finished Size:
34" x 18.5"
Messaging varies by promotion, seasonal, brand, service offering, program initiatives, or events.

Bagstuffers



Finished Size:
6.125" x 2.625"

Price Signs (9-up)



Finished Size:
16.5" x 9.5"
Messaging varies with the promotions i.e. RHB or BOGO

Pin Pads



Finished Size:
3.2" x 1.814"
Messaging varies by promotion

/ Rewards Targeted Offer Mailer

Flat/Trim Size:
14.125" x6.5"

Finished Size:
4.5" x 6.5"

Mandatory:
Cover
Mail Panel
Pirx cards

Versioning:
Core
Premier
New Member

Personalization varies month to month:
BBQ all brands
BBQ single brand (Traeger, Weber, BGE)
Power all brands
Power single brand (Milw, Dewalt, Craftsman)
Paint all brands
Paint single brand (C+K, Magnolia, Ben Moore)
Lawn & Garden
Home preservation generic
Home preservation (in bbq, power, paint, lawn)
Red Hot Buy
Campaign specific

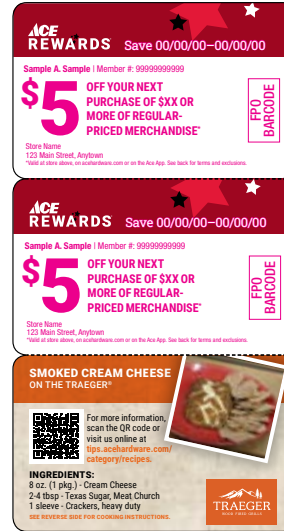
Coupon

Coupon

Coupon
or Other
Promotion

Main
Messaging

Variable
Coupons



Pirx Card Front



Mail Panel



Cover



Gatefold

Pirx Card Back

Disclaimer

Disclaimer

Disclaimer
or Other
Promotion

Our Creative Experience

138

/ Rewards Earned Mailer

Flat/Trim Size:
13.875" x 7.125"

Finished Size:
4.75" x 7.125"

Mandatory:
Cover
Mail Panel
Rewards coupon

Versioning:
Core
Premier
New Member (infrequent)

Disclaimers

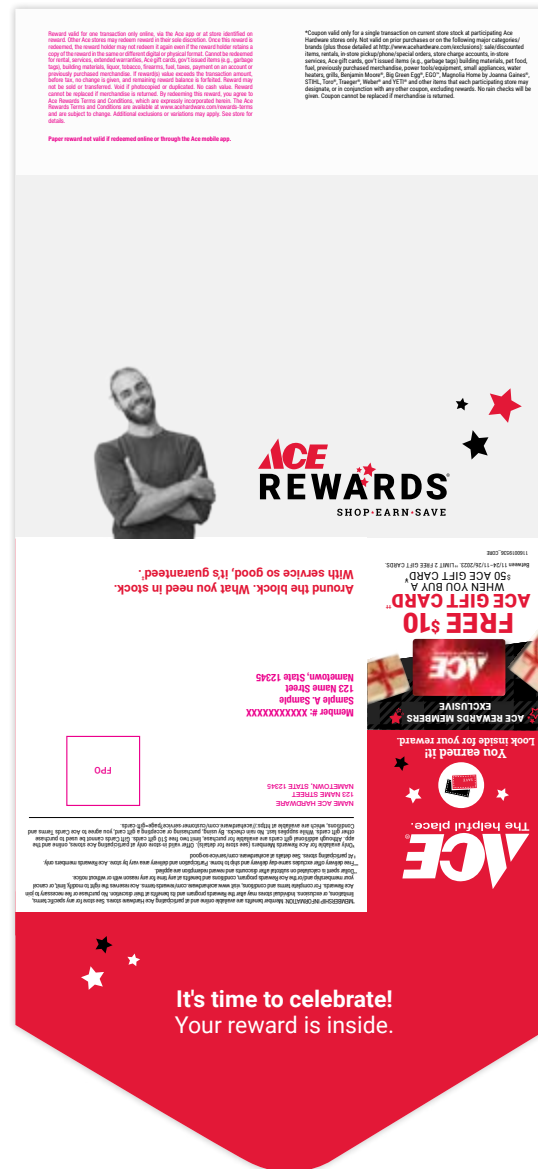
Mailer Front

Mail Panel

Mailer Flap

Outside

Inside



Earned Reward Coupon

A man with a beard, wearing a red vest with the 'ACE' logo over a black long-sleeved shirt, is smiling and looking at a computer monitor. He is standing behind a counter in a hardware store. The background is filled with shelves of various hardware products, including paint cans and tools. A sign for 'POWER' is visible in the background. The text 'Digital Design Framework' is overlaid in large white letters on the left side of the image.

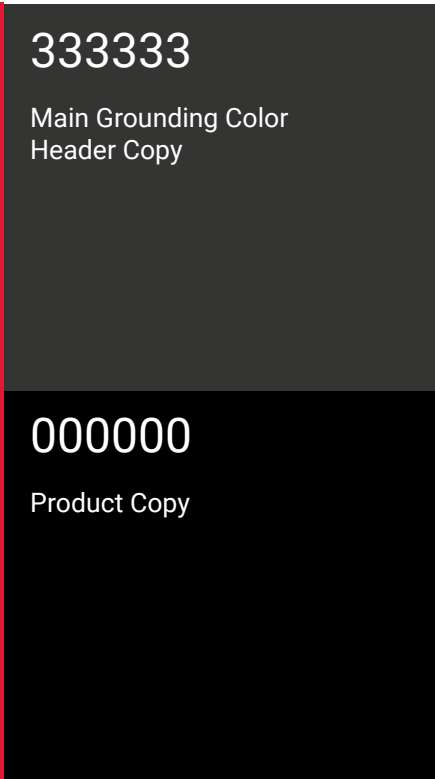
Digital Design Framework

Ace Red



D40029

Blacks



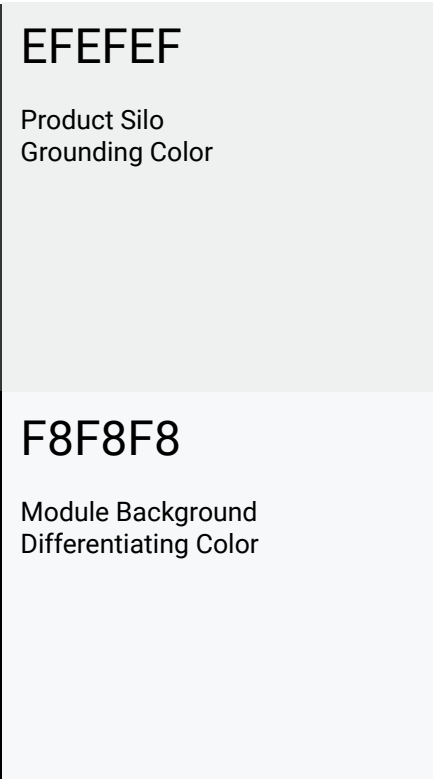
333333

Main Grounding Color
Header Copy

000000

Product Copy

Grays



EFEFEF

Product Silo
Grounding Color

F8F8F8

Module Background
Differentiating Color

/ Digital-Specific Buttons

Desktop

Red Button



Usage: primary, on white or light bg

White Button



Usage: primary, on darker bg

Text Link

Text Link

Formatting: Roboto Bold, 16px, Title Case, Underline
Usage: secondary, on light or dark bg

Mobile

Contained Red Button



Usage: primary, on white or light bg, use when contained within a module

Full Width Red Button



Usage: primary, on white or light bg, use when outside of a module

Contained White Button



Usage: primary, on darker bg, use when contained within a module

Full Width White Button



Usage: primary, on darker bg, use when outside of a module

Text Link

Text Link

Formatting: Roboto Bold, 16px, Title Case, Underline
Usage: secondary, on light or dark bg

/ Digital-Specific Promotional Elements

Desktop

Online Only

ONLINE ONLY DEAL

Final Retail

FINAL
RETAIL
\$169

Save

SAVE
\$700

Ace Exclusive



Ace Rewards Exclusive

★ Ace Rewards Exclusive

Price

\$700

Mobile

Online Only

ONLINE ONLY DEAL

Final Retail

FINAL
RETAIL
\$169

Save

SAVE
\$700

Ace Exclusive



Ace Rewards Exclusive

★ Ace Rewards Exclusive

Price

\$700

/ Digital-Specific Typography

Desktop

H1

Headline 1 - 50px, Roboto Bold, Title Case Only, no punctuation
Usage: A-Spot/Hero messaging on HP/Email and always the first copy block for Category/Brand Pages. H1 should be SEO friendly

H2

Headline 2 - 40px, Roboto Bold, Title Case Only, no punctuation
Usage: Module Breaker/Intro Header Copy on Web and Email

H3

Headline 3 - 24px, Roboto Bold, Title Case Only, no punctuation
Usage: B-Spot Header and Pricing Copy

H4

Headline 4 - 16px, Roboto Bold, Title Case Only, no punctuation
Usage: Subhead Descriptions or Category Names

Body copy

Body copy - 16px, Roboto Regular, Sentence case only.
Usage: Module Breaker Sub Copy, Product Description Copy
Body copy cannot go below 14px, 16px is optimal.

Mobile

H1

Headline 1 - 40px, Roboto Bold, Title Case Only, no punctuation
Usage: A-Spot/Hero messaging on HP/Email and always the first copy block for Category/Brand Pages. H1 should be SEO friendly

H2

Headline 2 - 30px, Roboto Bold, Title Case Only, no punctuation
Usage: Module Breaker/Intro Header Copy on Web and Email

H3

Headline 3 - 20px, Roboto Bold, Title Case Only, no punctuation
Usage: B-Spot Header and Pricing Copy

H4

Headline 4 - 16px, Roboto Bold, Title Case Only, no punctuation
Usage: Subhead Descriptions or Category Names

Body copy

Body copy - 16px, Roboto Regular, Sentence case only.
Usage: Module Breaker Sub Copy, Product Description Copy
Body copy cannot go below 14px, 16px is optimal.

/ Digital Copy Do's

Use imperatives or questions

Structure headlines or body copy intro sentences as imperatives or questions.

Examples:

How much heat can you handle?

Clear your walkways with Toro

Be direct or more urgent

Especially in limited-time offers, write with a sense of urgency and clarity.

Examples:

You have an offer ready to redeem now through March 31

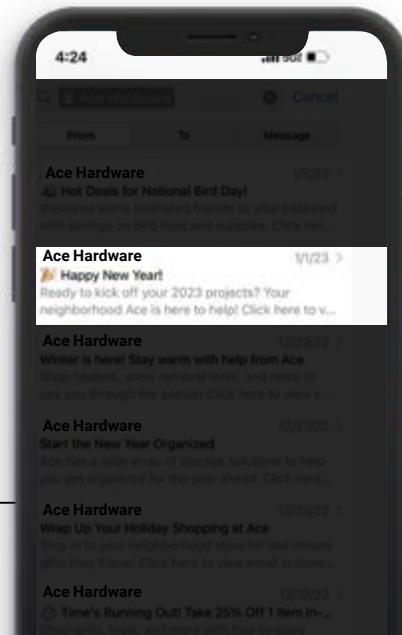
Save now on lawn care essentials. Redeem your offer by June 30.

Use emojis

Emojis in email subject lines and social posts are more fun and whimsical.

Use 1-2 per post copy headline.

Example:



Use third person

Use third person rather than first person (opt for “Ace is...” over “We are...” whenever possible). Refer to readers in second person “you” to address them directly.

Example:

Happy 4th! From lawn chairs to grills to outdoor games, Ace can help you throw your best Fourth of July party yet!

Lead with an offer

If you're promoting an offer, lead with it.

Example:

Final Days! Ace Rewards members receive a \$10 Bonus Reward when you spend \$75+ between 2/8/23 – 2/21/23

Be Consistent

Be consistent across different channels (e.g., a paint-focused push notification echoes the paint-focused email)

Example:



/ Digital Copy Don'ts

Avoid brand possessives.

For example, don't use "Ace's deals" instead use "deals from Ace" or "deals at Ace"

Example:

Don't miss the best deals of the month from Ace.

Avoid superlatives.

Superlative adjectives are used to describe an object which is at the upper or lower limit of a quality (the tallest, the smallest, the fastest, the highest).

Example:

"Grow Big, Beautiful Blooms" instead of "Grow The Biggest, Most Beautiful Blooms"

Avoid generic sales language.

Craft all copy to fit Ace's unique voice. See Copy Framework starting on page 15.

Examples:

Great deals for the grill lover.

Ace goes the extra mile for your paint projects.

Avoid overusing exclamation points.

Ace is positive, but not emphatic.

Example:

Today is Feed the Birds Day. Make sure your feathered friends stay fed through the winter with seed, suet & more!

Avoid overusing #hashtags.

Use 1-2 per post. Go with #AceHardware and/or #MyLocalAce. Note that you may use a few more on Pinterest.

Examples:

Give your mom the best Mother's Day ever! Your neighborhood Ace is here to help with plenty of great gift ideas. #MyLocalAce

Find the right paint for your home refresh at Ace. #AceHardware #DIY

Avoid use of Best Brands in Digital Communications.

Not all products that are featured may fall under the Best Brands list. Consider using the following alternate descriptors: Trusted Brands, Top Picks, Essentials, or Performance Leaders.

/ Homepage Desktop

Width:
1520px

Grid System:
12 column
20px spacing

Mandatory:
Header & Footer

Body:
All interchangeable



Header

A-Spot

Free A&D
Banner

B-Spot

Module

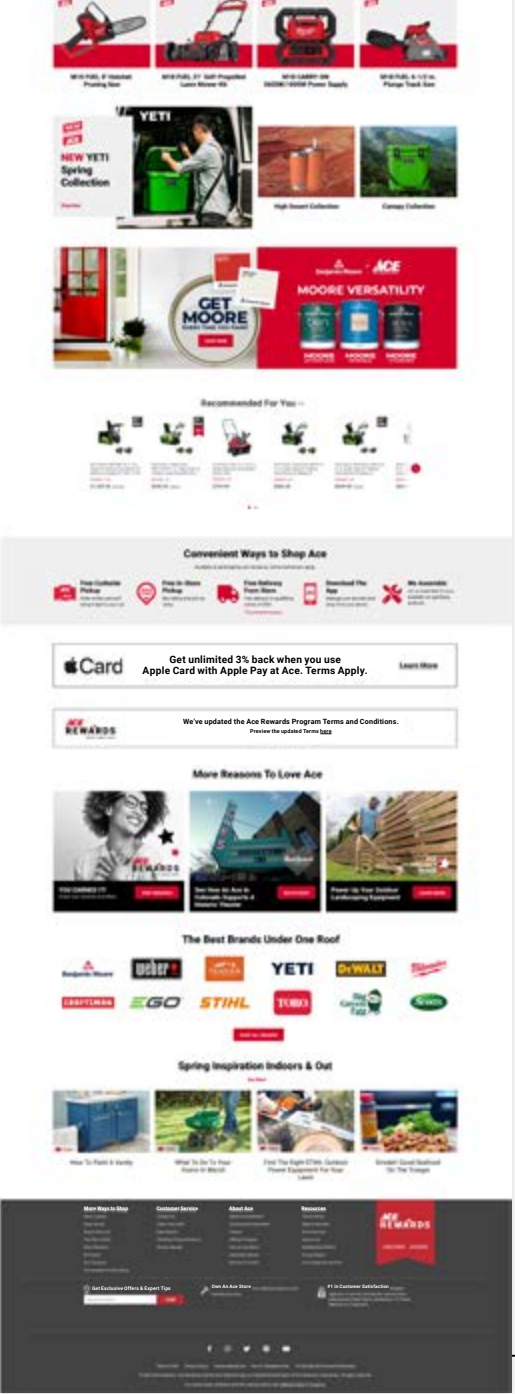
Big Banner

Big Banner

Special Offers

Categories

Special Offers



Module

Big Banner

Ways to Shop

Apple Pay Banner

PayPal Banner

More Ways to Love
Ace

Best Brands
(Do not change logos)

Tips & Advice
Module

Footer

Our Creative Experience

/ Homepage Mobile

Width:
375px

Grid System:
6 columns
15px spacing

Mandatory:
Header & Footer

Body:
All interchangeable



Header

A-Spot

Free A&D
Banner

B-Spot



Module

Big Banner

Special Offers

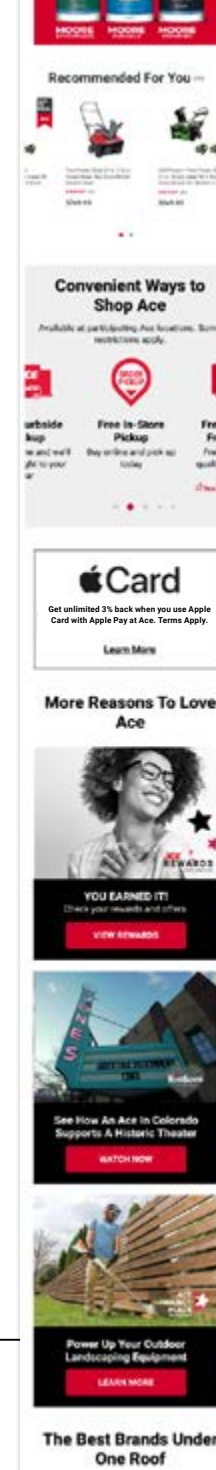


Categories

Special Offers

Module

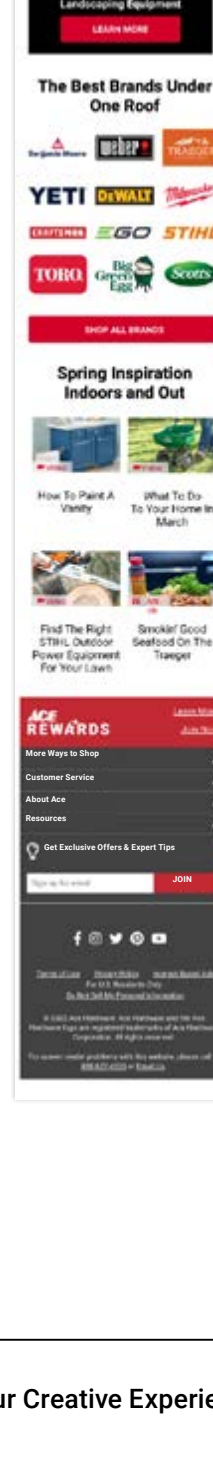
Big Banner



Ways to Shop

Apple Pay Banner

More Ways to Love
Ace



Best Brands
(Do not change logos)

Tips & Advice Module

Footer

Our Creative Experience

/ National Emails

Width:
640px

Grid System:
12 column
20px spacing

Mandatory:
Header & Footer

Body:
Interchangeable

Example 1



Header/
Navigation

Hero -
Image +
Header/Body
Copy & Button

Product Boxes

Section
Breaker Copy

Spotlight -
Image + Copy
& Button



B3 -
Tertiary Button

B2 -
Tertiary Button

Ad Block

B2 -
Tertiary Button

Single Fill Image

Rewards App

Footer

Example 2



Header/
Navigation

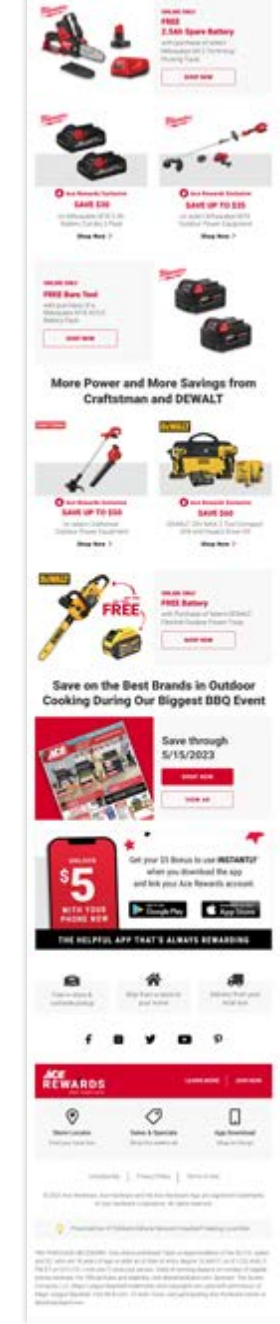
Hero -
Image +
Header/Body
Copy & Button

Categories

Product Boxes

Ad Block

B3 -
Secondary
Button



Product Boxes

B2 -
Tertiary Button

B1

Spotlight -
Image + Copy &
Button

Rewards App

Footer

/ Social

Sitewide Sale Single Post
Facebook & Instagram
1080x1080, Jpg & MP4



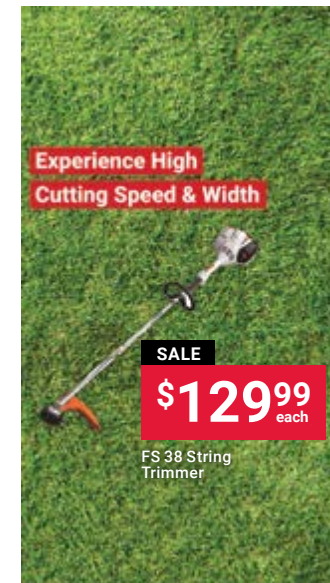
Promotional Product Single Post
Facebook & Instagram
1080x1080, Jpg & MP4



Promotional Product Carousel Post
Facebook & Instagram
1080x1080, Jpg & MP4



Promotional Stories
Facebook & Instagram
1080x1920, Jpg & MP4, 200px safety top & bottom



Appendix

Copy Checklist

- ❑ Read copy for clarity. Is it clear what is being advertised/promoted?
- ❑ Numbers 1-9 should be written out while 10 and above should be numeric.
- ❑ Add comma after the last item in a series or list (ex. apples, oranges, and bananas).
- ❑ Watch out for verboseness; “in an effort to help encourage” can be simply “to encourage.”
- ❑ Variable/filler text should be magenta (most likely the case with expiration dates or Ace retailer locations).
- ❑ Watch out for commonly mistaken words or phrases (ex. “In store” is used when it should be “in-store”).
- ❑ Close up spaces around date ranges and hour ranges (e.g., March 26 – 31, 2013 should be March 26–31, 2013 and 8 – 10 a.m. should be 8–10 a.m.) BUT only if there are other corrections on the page.
- ❑ All urls included on a page should be tested to ensure they go to the correct landing page (ex. acehardware.com/rewards-terms-and-conditions should go directly to the Ace Rewards program’s Terms and Conditions page).
- ❑ Offers with disclaimers should include an asterisk or some type of superscript following the offer text and at the beginning of the disclaimer. Asterisks should not appear on a proof for any other purpose.
- ❑ The same superscript should be applied to both the offer and disclaimer (ex. An asterisk should connect to an asterisk or a + should connect to a +). When multiple offers appear on a page, each one should include a different type of superscript to distinguish it.
- ❑ For external jobs, research all brand names and ensure they’re spelled/capitalized/punctuated correctly and have register marks, trademarks or service marks, as appropriate, on first reference only. External jobs include any materials that will be disseminated to Ace customers and/or the general public.
- ❑ Internal jobs, such as corporate communications, do not require registered trademark or trademark symbols.
- ❑ In cases when a celebrity’s likeness is used to advertise a product or promotion, verify that Ace has received this person’s permission. We also cannot use terms like March Madness, World Series, etc. without permission.

Glossary of General Useful Terms and Explanations

A

- Ace Certified Helpful
- Ace Foundation (capitalize the “f”)
- Ace Gift Card should be Ace gift card (especially in exclusions), unless it’s in a list of all initial capped items BUT only if there are other corrections on the page (not worth causing a recycle on its own)
- Per the campaign guide, acehardware.com should not be preceded by www.
- Watch for whether the Ace logo is the correct version (on anything consumer-facing, it should be The Helpful Place logo; only internal things can have the Ace wordmark)
- Ace strives to support the home maintenance category; NOT home improvement
- Ace Rewards Mystery Offer should be initial capped
- ACENET needs to appear in all caps and should have spaces around the carets in the path
- Ace Rewards is the name of the program; a Reward is a benefit/perk an Ace Rewards member receives after accumulating a certain number of points
- The Ace Rewards logo has gray in it when on a color background or when shown in black and white
- The Ace Rewards Visa Signature card is shown on most things, as opposed to the Ace Rewards Visa Business card. Watch for whether the correct card is being shown.
- Activant is the name of one of the cash register systems (I think)
- Return addresses on things coming to corporate may or may not be directed to the actual building in which the department is located. This is okay, and corporate wants it that way. The mail gets routed to the correct building once it arrives here. (I have looked into this, and no one seems concerned.)
- Amazing Every Customer, Every Time (or without initial caps)
- AR = Ace Rewards
- ARV = Ace Rewards Visa
- Assortment Planner (way for retailers to place orders; should appear with both words capitalized)

B

- Bagstuffer (one word)
- Benjamin Moore Gennex® (not Genex)
- BOM = Buyer Order Multiple
- Do not break hyphenated words or URLs between lines, and do not end a line with an em dash, colon, semi-colon, etc., unless it's a spacing issue (which very rarely happens)

C

- Clark+Kensington® has no space around the + sign and gets a registered trademark
- For any job with a coupon (including circulars), make sure the coupon includes the Ace logo so consumers will know where it came from once they've clipped the coupon
- Adjust copy on coupons to be applicable to coupon offer (e.g., if the offer is \$10 off one item, make sure the Cashier Instructions say "...to the applicable SKU" instead of "...to the applicable SKU(s)" and "...must bring in this postcard" should be adjusted to whatever type of piece it is)
- Cashier instructions are standard (wording) but can be removed for space.
- CX = corrections

D

- GS job disclaimers are listed in the Google doc "Circular Product/Offer Disclaimers" (GS job disclaimers are at the end after the orange heading)
- Close up spaces around date ranges and hour ranges (e.g., March 26 – 31, 2013 should be March 26–31, 2013 and 8 – 10 a.m. should be 8–10 a.m.) BUT only if there are other corrections on the page (not worth causing a recycle on its own); use en dashes in these ranges (again, not worth a recycle on its own)
- Watch that dates listed on jobs are in the future
- Discovery (way for retailers to order; should be capitalized)
- DOM = Dealer Order Multiple
- Watch for double spaces, especially after sentences, and correct to one space (only exception is on the imprints, before the zip code)
- When client talks about promotions being set up as "dynamic" or "dynamically," "Dynamic" or "Dynamically" should be capitalized

E

- EOD = End of day
- Epicor = is the name of one of the cash register systems
- Exclusions = It's okay to have an asterisk on the front of a postcard with the exclusions on the back. (Don't have to include "See reverse for exclusions.")

F

- Firepit = not fire pit
- FM = Facilities Management (not sure why they refer to RRD on-site locations as such)
- Forms = Lines on forms often cannot be the same distance from the word at the beginning of the field, due to software issues
- FPO = For Placement Only (placeholder for missing/lo-res images or missing content)
- Full Handtool Warranty = Buyer-specified copy; should appear with each word capitalized

G

- GS (graphic services) = jobs and circular jobs have different rules and different disclaimers for coupons, etc. Clients for these jobs have different expectations and want different things. See the Circular Product/Offer Disclaimers list for exact wording (Google doc).

H

- Helpful 101 Certified

J

- J.D. Power and Associates award info needs to adhere exactly to what J.D. Power provides Ace; Ace has a license with them to use the info exactly as is; Ace cannot legally refer to J.D. Power and Associates or the award info after April 30 each year, and the new award is issued in June (clients tend to provide incorrect J.D. Power info in jobs; watch for this). See current J.D. Power email for proper wording.

K

- KPD = Key Performance Drivers
- KPI = Key Performance Indicators

L

- All large jobs should be in spreads of four pages (make sure the total page count is divisible by four)
- Learning Place should now have a space between the words, even though the logo has it as one word
- Lou Manfredini: any time his image, name, or videos of him are to be included in a job, have the appropriate account manager check with the client to make sure Lou authorized use of his info
- Ladies' Night has now been approved by legal

N

- National Events must be referred to as "events," not "sales," per Darcy (lately they've been using sale, so I'm not sure about this one anymore)
- Ace style is to only use commas in numbers higher than 9999 (in BTUs and circular-related copy; use judgment with this rule, though)

O

- When referring to the Outdoor Living catalog, capitalize each word

P

- Paint disclaimer for web/email jobs: Due to differences in monitors and printers, the colors shown here may vary from the actual paint colors. Please refer to the color swatches found at Ace Hardware stores for a more accurate color presentation.
- Paint Valley Bundle
- PFD = Permanent Fund Dividend (an Alaska-specific refund residents receive)
- Do not break phone numbers or web addresses between lines
- GS jobs should almost always have a pickup (referred to as “p/u”); you should always be proofing the job against something else (unless electronically proofing text or the job is a newly-created logo)
- POS = Point of Sale

Q

- Clients often use single quote marks ‘ ’ where double quote marks “ ” should be used; correct accordingly
- Quotes are actual quote marks (curved) and apostrophes are actual apostrophes (curved) and inch marks are straight and foot marks are straight

R

- Red Hot Buy (RHB) logos no longer use the red box; it should just be the words
- ROP = run on press (an ad for a magazine or newspaper, etc.)
- Regions: CA = California, DS = Desert, FN = Far North, NR = North (Please note that “N” is not acceptable for abbreviating), NW = Northwest, SO = South, TR = Tropical
- Retail Loss Prevention prefers their email address to be listed as RetailLossPrevention@acehardware.com (as opposed to retaillossprevention@acehardware.com)
- Retailers “have” or “own” a store (not “are” a store)
- RHB = Red Hot Buy(s)
- RTU stands for Ready To Use (usually referring to weed killers, etc.)

S

- “Sale” should not be used for national events; must be replaced with “event”
- NEVER trust a sample version of a circular as a pickup. NEVER. Things on the circular side change so frequently that it’s way too risky to use a sample version. Look up the current circular in MediaBank.
- A 6-digit SKU means it’s not an Ace SKU (Ace SKUs are either 5 or 7 digits long)
- SS = ShareStream
- When store hours are listed, do not combine Saturday and Sunday hours with any other days, even if hours are identical, because keeping them separate makes it easier to update the info when retailers change their hours seasonally
- The Supply Place (TSP) = is the name of Ace’s Business to Business strategy. It includes 4 levels of retail execution - Reacting Inside, Farming Inside, Farming Outside, and Hunting Outside
- Supply Place Certified = Ace stores that follow Ace’s Business to Business strategy.
- Store number must be included in filename for map, seal, imprint, logo, but is less important for other jobs. (Not worth marking up.)

T

- Trademarks and registered marks are listed in a Google doc (anything that is not included should be looked up; I’ve only added ones I look up)
- When information/images are variable or TBD, have artist make them magenta (everyone except Production) or cyan (Production only) so it’s less likely to go to print with missing info
- When Teflon is mentioned, the following must be included on the card: TEFLON® is a registered trademark of DuPont used by authorized private label partner Ace Hardware Corporation.
- TV commercials are referred to as :30 or :60, etc. (Meaning they are 30 seconds or 60 seconds long, respectively)
- Turnkey is an industry-accepted marketing term
- 20/20 Vision is an Ace program for retailers
- All jobs (except comps, templates, certificates, and web jobs) need to be put through Twist (the flight-check program; which means the documents will have blue gridlines on them)

V

- Value Statements are the little boxes on circulars and circular-related jobs that state the value of the product
- Watch out for verboseness; “in an effort to help encourage” can be simply “to encourage” (Any copy changes need to be approved by the client first. You can offer suggestions only.)
- Visionary = means they are participating in the 20/20 Vision program

W

- Per the campaign guide, acehardware.com should not be preceded by www.
- WCSS (pronounced “wicks”) numbers are on jobs that go to the RRD warehouse and are used by the pickers so they can identify which pieces need to go in which boxes; the maximum number of digits a WCSS number can include is 15. These need to match exactly as the AM provides them.
- Do not break phone numbers or web addresses between lines
- All Weber products need to have corresponding manufacturer numbers listed
- Watch for widows and orphans

Ace Word Preferences

A

- Ace LearningPlace vs. Ace Learning Place (Ace Learning Place is correct)

B

- Barbecue vs. barbeque (barbecue, barbecuing are preferred)
- Benefitting vs. benefiting (Ace Foundation prefers benefiting)
- Built-in (with hyphen as adjective)
- Buses vs. busses (buses is preferred)

C

- Cancelled vs. canceled (cancelled is preferred)
- Choose Ace, the Customers Place (even though Customer's would make sense, client wants it as Customers)
- People are communicated with, not communicated to
- Co-op (from Consumer Marketing – they have specified they prefer the “op” to remain lowercase)

D

- Drop ship vs. drop-ship (Ace prefers drop ship)
- When client talks about promotions being set up as “dynamic” or “dynamically”, “Dynamic” or “Dynamically” should be capitalized

E

- Average sold = 16 eaches (Yes, it sounds odd, but it's an accepted retail term)
- Email vs. e-mail (email is preferred)
- End cap vs. endcap (two words)

F

- Freebie vs. freebee (freebie is correct)

H

- Home page vs. homepage (home page is correct)
- Hotsheets vs. hot sheets (hotsheets is correct)
- "Hurry in, offer ends Month, Day, Year!" is technically a comma splice and should be corrected to: "Hurry in! Offer ends Month, Day, Year!" BUT it exists this way on countless templates and the client has never commented on this error. Only mark this correction when other corrections are already needed on the page – it's not worth causing the artists/designers a recycle on its own.

I

- Instant Savings should always be capitalized
- In-Store Instant Savings and in-store savings are correct (hyphenate "in-store" as adjective; "in store" as adverb)
- Please note the difference between "in to" and "into," per the AP Style Guide, and apply to jobs accordingly

J

- Jigsaw vs. jig saw (one word)
- J.D. Power vs. J.D. Powers (J.D. Power is correct)

L

- Lawn and Garden (should be Lawn & Garden)
- Lightweight vs. light weight (lightweight is correct)
- Lithium-ion s/b lithium-ion (no caps) (not Li-ion)

M

- Mantel vs. mantle (at Ace, it will almost always be “mantel”)
- Miracle-Gro® is correct (client submits it other ways)
- Miter vs. mitre (as in miter saw); should be miter, unless particular brand spells it the other way

N

- Should be “New Mover Program” (not New Movers Program)

O

- On vs. upon (watch for carefully; upon is usually used in error)

P

- When speaking of social media pages, the word “page” does not need to be capitalized, unless in a header
- Pliers vs. plier (pliers is correct)
- Planogram vs. plan-o-gram (planogram is preferred; random info: this is why the acronym POG exists)
- Preprint and circular mean the same thing (preprint as one word)
- Preventive vs. preventative (preventive is preferred)

R

- Raincheck vs. rain check (two words)

S

- The Clark+Kensington paint called “Saphire” is correctly spelled according to what Ace wants. If you see it spelled “Sapphire,” correct it accordingly
- Scotts® is correct (client submits it other ways)
- Star Spangled vs. Star Spangle (Star Spangled is correct)

T

- That vs. who (a retailer or customer is who; a store is that)
- Time frame vs. timeframe (time frame is correct, per AP Style)
- Toward vs. towards (should be toward, per AP Style)
- Traveled vs. travelled (traveled is preferred)
- Traveling vs. travelling (traveling is preferred)

V

- Vise grip vs. vice grip (vise grip is correct)
- Volts (spell out for Craftsman Landing Page)

W

- Wire stripper vs. wire striper (wire stripper is correct)

Reference

Looking for assets?

Visit our DAM system, Brandfolder.

<https://brandfolder.com/ace-hardware>

Questions about Ace Brand?

Contact: creativeservices@acehardware.com